

# CHEMIST & DRUGGIST

newsweekly for pharmacy

a Benn publication

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When we designed the new Freflo teat, we didn't just stop there.

We designed a brand new range of packaging to put it in.

See-through blister packs that keep the teat hygienically sealed from the moment it comes off the production line, until the time your customer opens it.

Each pack is octagonally shaped for extra strength and protection. Your customers can choose between the single blister pack or the unique new double blister pack.

This provides an exciting new sales opportunity for you. It's the only one on the market. And brings the cost per teat down to a highly competitive level.

Colourful and attractively designed, the new packs are supplied in outer cartons which convert simply and neatly into convenient dispensers to give you a free eye-catching and highly profitable display. The new-style Freflo teat has been specially designed with



## FRESH AS THE DAY THEY WERE BORN.

a wider flange and a new improved shape for easier feeding.

So you can sell it with confidence as a universal replacement teat for any make of wide-necked feeding bottle.

### NEW STYLE FEEDER PACKAGING TOO!

No Griptight display would be complete without the new range of Freflo feeder packs. Stylish, colourful and reflecting the long-standing quality of all our products, there is a 250ml and 125ml polycarbonate feeder, and a new, improved 240ml glass feeder with teat cover.

Plus a brand new line. The Freflo accessory pack to snap up all those extra replacement sales.

For full details of all these products and the rest of the new-look Nursery range by

Griptight, phone Karen Brazier on 021-472 4211 for a free copy of our latest Trade Catalogue.



**NURSERY**  
A RANGE OF PRODUCTS BY GRIPTIGHT  
Lewis Woolf Griptight Ltd,  
Selly Oak, Birmingham B29 7EE.



# Expect them to cause a few upsets in the stomach remedy market.



At Sterling Health we make a complete range of stomach remedies. Famous names all of them.

**Andrews** – the number one stomach upset remedy, also available in the successful 4-sachet trial pack.

**Milk of Magnesia Liquid** – the brand leading liquid stomach upset remedy.

**Mil-Par** – the number one liquid laxative.

**Milk of Magnesia Tablets** – a leading indigestion remedy.

**California Syrup of Figs** – the natural laxative that families have trusted for many years.

In the past they've always been powerful sellers.

Now we're going to upset

our competitors by helping you to increase sales.

We'll do it two ways.

Firstly look at the modern new packs.

Beautifully designed to grab your customer's attention. Those for Andrews and Milk of Magnesia Liquid are already selling fast. Those for Mil-Par and California Syrup of Figs are on their way to you.

Second is an eye-catching pre-packed display unit, putting the products where your customers can't miss them. Ask your Sterling Health

representative for one the next time he calls.

Then you'll be ready to deal with your customers' upsets.

**SterlingHealth**

Family Medicines You Can Trust

# CHEMIST & DRUGGIST

Incorporating Retail Chemist

March 26, 1983

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### All or nothing

Perhaps the most important thing for retail pharmacists to realise about the National Pharmaceutical Association's advertising campaign, which gets under way next week (p517), is that it is not an end in itself. The advertisements that will be seen by the public create an opportunity, but they will not strongly enhance the profession's status unless pharmacists themselves are willing and able to deliver the service that is promised.

That having been said, the campaign must inevitably be a watershed for pharmacy, because it is difficult to see how things can be the same afterwards as before. If it achieves its objective the public will have a new respect for the pharmacist, and will make much greater use of his professional expertise. But if, when asking the advice the campaign promises, pharmacists do not deliver then the cause of the profession will have to be set back, probably for many years. Only if every single retail pharmacist — proprietor, manager, assistant, locum — takes the campaign seriously will the benefits that the expenditure of £½m can offer manifest themselves in terms of prestige and professional reward.

Certainly the benefits are not merely for the public — the NPA hopes that pharmacists themselves will obtain increased job satisfaction when customers ask them to make better use of their training. In addition, the opportunity will be there to build a better relationship between the pharmacist and his customers — which in the long term should be reflected in turnover and hence in security of the pharmaceutical service.

Inevitably there will be comparisons with the corporate professional campaign by solicitors some years ago — which was not regarded universally as a success. Questioned on this point by C&D last week, Mr Tim Astill, NPA director, noted that the average member of the public

probably uses the services of a solicitor only two or three times in a lifetime and hence was unable to respond to the advertisements at the time of exposure. The targetted audience for the NPA campaign on the other hand, may well have need for the pharmacist's service two or three times a week. That being so, of course, we may expect some measure of response to the campaign right from the beginning, and C&D will be interested to hear from pharmacists just how the public reacts.

Overnight success should not be anticipated, however, and already NPA is talking in terms of a two or three-year campaign. But by the end of this year we should know whether pharmacists themselves have played their part — every "good experience" for a member of the public will generate many more satisfied customers by word of mouth; conversely every "bad experience" will do irreparable harm.

NPA has had overwhelming support from its membership for the campaign and its financial implications. The "doubters" say that either they will not personally benefit because they are already behaving in the way the advertisements suggest, or alternatively that they do not trust other pharmacists to fulfill the promises. That is precisely why every individual pharmacist must make the success of the campaign his own personal responsibility. Given such a commitment, we look forward to addressing a better-respected and better-valued pharmaceutical profession in a year's time.



## Newspaper checks on pharmacy

A Plymouth pharmacist found two men claiming to be from the *Sunday People* conducting a "survey" outside her shop last week.

During the mid-morning rush two patients waiting for prescriptions were overheard discussing whether their forms had been photographed by the two men outside the shop. On being questioned by the pharmacist, the patients said the men were photographing scripts as they came in and checking and counting what was dispensed on the way out.

The pharmacist confronted the two men, who claimed to be doing a national survey on the accuracy of dispensing on behalf of the *Sunday People*.

"I was furious at the time that someone was checking out our pharmacy," the pharmacist told *C&D*. "I told them scripts were confidential." The two men then left.

Chief investigator for the *Sunday People* told *C&D* that the two men were indeed carrying out an investigation on behalf of the paper.

### The £1.30 trap

In another, unconnected, investigation, the *Sunday People* reported this week that millions of sick Britons are paying more for their medicines than they need.

The article lists uses, quantity and prices of 20 medicines, which are "widely prescribed" for "common ailments" and can be bought more cheaply over the counter.

The article notes that chemists are not obliged to "tip patients off," but a Pharmaceutical Society spokesman told the paper "in our experience it would be unusual if they didn't."

## A pharmacy logo?

In a letter to the Pharmaceutical Society, Stanley Mackintosh has suggested a design for a logo for pharmacists based on one used by the R<sub>x</sub> Computer Ltd.

Their sun shaped logo has a blue background with white lettering. Mr Mackintosh says the words "Registered pharmacist in attendance" would substitute for all the words at present round the circumference: the R<sub>x</sub> symbol will remain.

Mr Mackintosh has been advised that his offer may have been overtaken by

Dame Elizabeth Ackroyd, president of Patients Association, told the paper:

"One recently tried to charge me the prescription fee for a drug I knew could be bought more cheaply across the counter. I went to another shop for it." She added: "All chemists aren't as pure as the driven snow."

The article says many doctors may top up quantities in the list to cover the new £1.40 prescription charge (from next month). But, says the article, many patients could manage with smaller amounts at less than the prices listed.

## Five deaths follow Zomax use

The Committee on Safety of Medicines has received 512 reports of adverse reactions associated with Zomax, five of which were fatal, Mr Kenneth Clarke, Minister for Health, told the Commons in a written reply last week.

But he emphasised that the reports do not necessarily indicate a causal relationship between the drug and suspected reaction. Mr Clarke explained that 22 of the reports concerned suspected severe allergic reactions similar to those in the US, but none was fatal. He added that it is not possible to estimate the incidence of adverse reactions from CSM reports because not all the reactions are recognised or reported, and the degree of under-reporting is unknown.

Mr Clarke said the licensing authority was satisfied that the benefits of Zomax outweighed the risk when the drug was given a product licence, and on the basis

developments in Council which is to discuss the logo at its April meeting.



of evidence currently available to them, that remains the case. He said the licensing authority is therefore not proposing to revoke or vary the licence. The company told *C&D* it is having discussions with the DHSS before deciding whether to remarket the drug. Similarly, no arrangements have been made for refunds for Zomax prescriptions.

## Methylated spirits regulations

New regulations governing the manufacture, supply and use of methylated spirits have been laid before Parliament and, subject to approval, come into force on April 1.

Mineralised methylated spirits are no longer subject to any control beyond the production stage. Persons already authorised to purchase and use methylated spirits, including Industrial Methylated Spirits BP, will need to have that authority confirmed by Customs & Excise before obtaining further supplies.

In future authorised persons will not have to use an official requisition slip but have to attach a copy of their "authority" to any order. Further information about the form of written statement, or authority that should be used, and confirmation of a continuing right to be supplied with methylated spirits, can be obtained from local Customs & Excise offices. (The Methylated Spirits Regulations 1983) (SI 1983 No 252, HMSO, £2.10).

## GPs believe Police Bill goes too far

Extending the power of the courts to compel doctors to disclose confidential medical information to the police about patients goes far beyond anything that could be regarded as acceptable, according to the Royal College of General Practitioners.

The RCGP says that clause 10 of the Police and Criminal Evidence Bill, will, if passed also apply to patients who have not been accused of any crime and represents "a gross intrusion into an individual's privacy." Patients will be reluctant to discuss sensitive matters with their doctors and doctors will be reluctant to keep notes, with the consequence that patient care will suffer.

Members of the RCGP Council, dismayed at the Government's limited reaction to British Medical Association criticism, were unanimous in expressing strong misgivings about the Bill at their meeting this month.

# Profession 'united' behind NPA advertising campaign

Retail pharmacy's £1½m-plus advertising campaign, conceived and directed by the National Pharmaceutical Association but with the support of Boots and other organisations, gets under way next week with a launch Press conference to be addressed by the Minister for Health, Mr Kenneth Clarke.

And the following weekend sees the first advertisements in a schedule running through to the end of the year, starting in the 4.3 million circulation *News of the World* colour supplement and closely followed by women's magazines (see also p521). Commenting on the final plans last week, Mr David Sharpe — who has chaired the campaign subcommittee on behalf of NPA — said: "This is the most exciting project in pharmacy I've ever been involved in, and an opportunity for the whole profession to be united."

Mr Tim Astill, director NPA, added: "Apart from the need for more NHS remuneration, I can think of nothing that has so united the profession in a common cause. We have the support of the Society's Council, the PSNC, the Co-operative technical panel, the industry through the ABPI and PAGB, wholesalers through NAPD — and the Minister's presence suggests DHSS support too."

## Schedule

The total media schedule includes *Reader's Digest*, *Woman's Own*, *My Weekly*, *Woman's Weekly*, *Living*, *Mother*, *Parents*, *Woman and Home*, *Slimming*, *Successful Slimming*, *Woman's Realm*, *Woman's World*, *People's Friend* and parents' guides "Pregnancy" and "First Years."

In all, there will be 77 insertions of the advertisements. The schedule is expected to cover over 80 per cent of women with children in the 0-14 years age group; 77 per cent of all women, and 67 per cent of all adults. Each person exposed to the advertising should see it an average of 9.5 times. Samples of the advertising are shown in colour in the two advertisement pages of *C&D* following this report.

The same advertising themes will be reflected at point of sale. Every pharmacy — including Boots branches — will receive an acrylic "easel" in which to display an A4-size reproduction from the "Take your pharmacist's advice before you take anything else" advertisement. Replacement advertisements will be issued monthly, with sponsors defraying the cost — G.D. Searle have taken on the first, copy promoting Metamucil appears on the reverse (pharmacist's) side of the display insert.

In addition, there are five shelf-talkers (three in the first mailing, the others later in the year as replacements) and a strutted showcard bearing the "Family health care

— ask your pharmacist" message. This is also available in a 40 × 30in version, for those who can use it, at a cost of £4 (the poster is "larger than *The Times* spread out").

Mr Astill hopes these POS aids will be used both on counters and in windows, with associated displays of medicines. NPA members are advised that Boots branches will all have windows concentrating on the promotion during the month commencing April 28 — providing an opportunity for all pharmacies to carry the same message at the same time.

Consumer group research among the elderly and women from different socio-economic strata has already shown that the advertisements will produce a positive response. The following are some of the comments made:

"They have got to be thought of as information advertisements rather than selling advertisements."

"They are trying to say, instead of running down to the doctors, go to your chemist for simple ailments."

"What this tends to do is make you realise that the pharmacist is there to be helpful to you, not just a person behind the load of medicines, that we don't really see. I don't think we relate to them the way we should."

"It's saying go to your local chemist rather than your supermarket . . . people might save a penny or two by going to drug stores, but if they do they are missing out on expert advice."

Evaluation of the campaign's success should begin in the Autumn, when it is hoped to run a follow-up Marplan survey — a year after their preliminary research showed that only 47 per cent of people would consider asking the pharmacist for advice about over-the-counter medicines. Any attitude shift at that time will be welcomed, but Mr Sharpe stresses that this must be regarded as only the first year

of the campaign. "This kind of corporate campaign takes a minimum of two to three years to achieve a significant increase in credibility."

Chemists in Northern Ireland will benefit from the campaign too — though they will not have to contribute until the Ulster Chemists Association's NPA membership becomes due in October. There will also be some exposure in the Republic where magazine editions are the same as in the UK

■ Development of the campaign was mainly in the hands of Mr Sharpe and Mr Astill, together with Mr Terry Hayes, sales promotion controller for Boots Co, and the agency, Beam Advertising. Its overall direction was under the control of a subcommittee which comprised also Marshall Gellman (NPA chairman), Don Ross (vice-chairman), Bob Worby (treasurer), Alan Facer (Preston) and Patrick Gilbride (Glasgow).

## 'Parallel' warning

The National Pharmaceutical Association is to warn members about the risks they may run in purchasing "parallel imported" ethicals from companies soliciting orders in the UK, where these are not covered by a UK product licence. The forthcoming *Pink Supplement* points out that under UK law the special exemptions for "foreign" prescriptions apply only to sales or supplies in response to an unsolicited order, and that doing anything to increase the "degree of risk" may invalidate CDA indemnity.

## BOC cylinder check

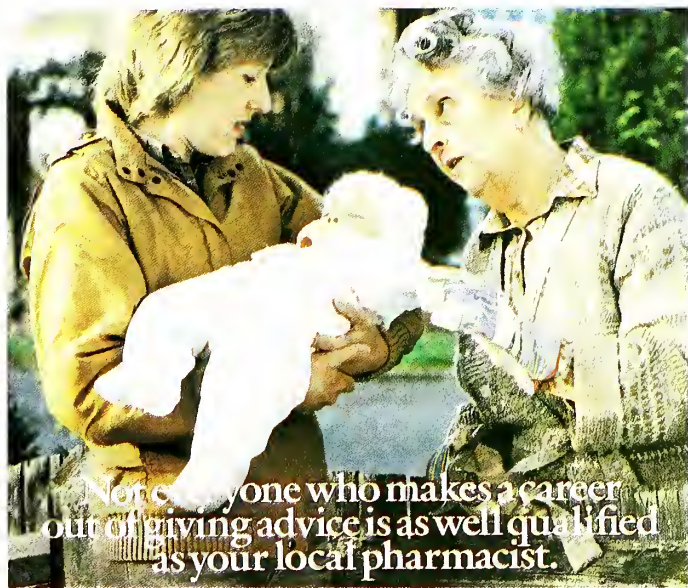
Pharmacists have been asked by BOC via a letter to check all oxygen cylinders issued in the last 12 months, starting with those issued since October 1982, for faulty valves which may present a fire hazard. The valves are marked \*\* and the cylinders should be taken into the open before attempting to close the valve. BOC will pay pharmacists for calls at rates specified in the Drug Tariff and for any cylinders that need replacing.



"... And what advice did he give you?"



# A preview of the National first ever national advertising



Unqualified opinions, however well-meaning, can cause problems.

Because they could be ill-informed.

And there's really no need to rely on hearsay when you can rely with confidence on the advice of your pharmacist.

All pharmacists spend years learning their profession. So they know what they're talking about when it comes to family health care.

And what's more, they're

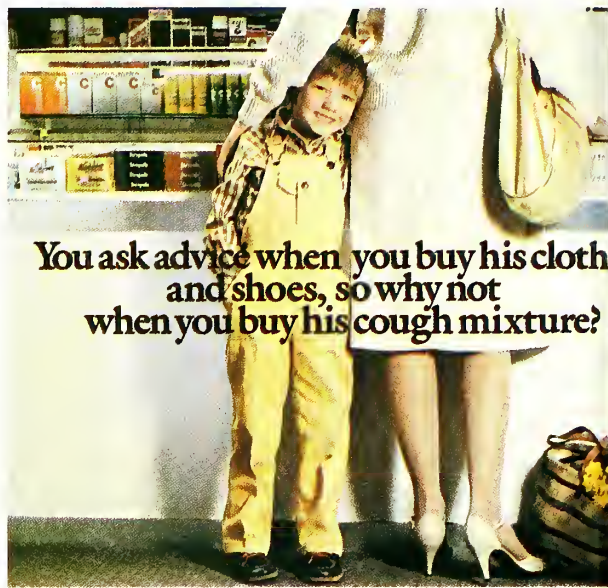
accessible. You'll find one in every chemist's.

Pharmacists will not only give you the benefit of their advice, they'll also give you that little extra time to discuss the problem thoroughly. And if your ailment is severe, your pharmacist may well suggest you visit your doctor.

So don't let the local do-gooder do the job of your local pharmacist. Call in and talk to someone who has the qualifications that count.



**Ask your pharmacist. You'll be taking good advice.**



Asking advice on family health care problems should be the most natural thing in the world.

Especially when you've got a pharmacist just around the corner in your local chemist's. Pharmacists spend years learning their profession. They know about medicines and how they work.

So they're able to offer helpful and informed advice.

Which is very important when you want to know which

of several excellent preparations will be right for a particular member of your family.

And your pharmacist won't mind spending that little extra time with you that can make all the difference to your family's health care.

Yours may suggest you see your doctor, again well worth thinking about.

Advice from your local pharmacist. It's the answer that many mothers have been looking for.



**Ask your pharmacist. You'll be taking good advice.**



**To a pharmacist, a cold is anything but common.**

Illness affects different people in different ways. And so do the medicines they take to help them recover.

Which is why finding the medicine that's right for you is important. It could mean the difference between suffering a cold that lingers for weeks and one which is cleared up quickly.

To help you make the right choice, you'll need expert advice. And you can take the advice of your pharmacist with confidence. Pharmacists know about

medicines and how they work. So you can be sure that any suggestions they make are worth acting on.

And if your ailment is severe, your pharmacist may well suggest you visit your doctor.

Again advice worth taking. Pharmacists are close at hand. As close as your chemist's.

So when you want to shrug off that tickle cough, that irritating sore throat or the common cold, take your pharmacist's advice before you take anything else.



**Ask your pharmacist. You'll be taking good advice.**



**Sometimes it's not just the medication that assists in the cure.**

Every pharmacist knows that toddlers are very important people. Especially to little girls who don't feel well.

Which is why every pharmacist will take as much time as possible with your family, in order to give them the very best care and advice.

Even if that means taking a few extra moments with you so that one small customer feels more at ease.

But there's more to your local pharmacist than a

comforting approach.

Pharmacists spend years learning about the action of medicines and how they work.

Which means if yours suggests you visit your doctor, it's advice worth taking.

This is why you should never feel that, in discussing your family's health care, you will be wasting your pharmacist's time.

Because they know that it's not just the medication that assists in the cure.



**Ask your pharmacist. You'll be taking good advice.**



# Pharmaceutical Association's Campaign.

These are the full page colour advertisements which will form the pharmacists' first ever national advertising campaign.

The campaign breaks in one week's time.

The media will include most major women's interest magazines such as Woman's Own and Woman's Weekly as well as popular general interest publications like the Reader's Digest.

**Sometimes doing your best for them means admitting you don't know what to do.**



Your family's health is very important. And every mother does her best to ease the pain of a cold, a sore throat or a runny nose.

But sometimes your best isn't good enough. You're going to need expert advice. And at your local chemist you'll be able to talk to a pharmacist. Someone who understands family health care problems and can give you the advice you need. You will know that it's a

tummy upset, but will you know whether it's caused by something they've eaten or the onset of flu?

Your pharmacist may suggest you see a doctor. Again, advice worth acting on.

And because pharmacists are trained in the formulation and action of medicines, they know exactly what's in your prescription and will be able to answer questions about it.

Pharmacists' advice is yours for the asking. It's freely given and that's something they don't mind admitting.



**Ask your pharmacist. You'll be taking good advice.**



**Take your pharmacist's advice before you take anything else.**

Spending a few moments with your pharmacist to explain why you're feeling under the weather is important.

Because expert advice can make a difference to the speed of your recovery. And your local pharmacist can give you just that on family health care.

Pharmacists spend years learning about the formulation and action of medicines as well as chemistry, physiology and pharmacology.

So by talking over your problems with them, you're

helping them give you the very best possible advice.

Yours may well suggest you see a doctor. Again, advice worth acting upon.

And because pharmacists know about medicines, they will know what goes into your prescriptions and will be able to answer questions about them.

So when you next have to choose the best way to look after your family's health, choose to talk to your pharmacist.

It's one decision you'll find particularly easy to make.



**Ask your pharmacist. You'll be taking good advice.**



Take a look at Oral-B's position in the £23 million toothbrush market and you'll have to agree that our professional approach has certainly paid off.

We pioneered the professional market which now accounts for one third of all brushes sold. We are clear brand leader with around 50% of the market.

We're recommended by more dentists more often than any other brand. 83% of consumers who try Oral-B remain brand loyal.\*

What's more, our market share is growing rapidly.

If that sounds impressive, it's nothing to what happened when we developed our new 'Right Angle' – the only brush with the type of

head recommended by dentists which is specially angled to help your customers reach the more awkward areas of their mouths.

Following a heavyweight TV campaign in the London area...

- Awareness of Oral-B increased by a staggering 40%\*

- Sales rose by an amazing 32%\*

This February, March and April we'll be putting the weight of TV behind Oral-B once again in London, Central and rolling out into other areas during the year – with what will undoubtedly be equal success.

After all, we've produced enough winners for you to recognise another when you see it. So stock up now and share in our success.

# We'll get even more brushes into the bathroom by going through the lounge



LONDON - FEB - MARCH  
CENTRAL - MARCH - APRIL



**Oral-B**

The world's first name in oral care

COOPER HEALTH PRODUCTS LIMITED, AYLESBURY

\*Source: Independent Research and Nielsen



# Women and their magazines

The NPA advertising campaign (p517) is concentrated on women's magazines. Joan Hunt, marketing services executive, IPC Magazines, explains some of the advantages these media have over television when the target audience is so clearly identified.

Despite the many changes in women's expectations which have moulded their lives over the past two decades one fact remains constant: women continue, instinctively, to be the prime movers in safeguarding the family's health. Even more exacting, as mothers they bear the anxiety and major responsibility for nurturing the youngest members of the family. No-one would question women's continuing allegiance to this tradition.

And another link with tradition remains unbroken: with few exceptions women are still largely responsible for household budgeting and for by far the greater part of day-to-day shopping.

Part of this regular out-going, of necessity, is spent on proprietary medicines, first aid products and other chemists' items central to family comfort and well-being. On the relatively narrow product base of medicines and surgical goods alone, the average family in Britain today, at a conservative estimate, spends upwards of £30 annually.

## Personal treats

But woman does not live by bread, or for that matter cough mixture or cotton-wool, alone. Even in these hard-pressed recessionary times some of her house-keeping budget is regularly set aside for a small private and personal treat — her favourite women's magazine.

Well over £100 million annually is earmarked for this purpose — a quite significant sum, which gives a clear pointer to the unique relationship the medium has with its users. A clue, also, to its unique value as an advertising medium for appealing to women. Translated into copy sales, this equates to a round total of

460 million copies of all women's titles sold in 1982. Big business, indeed!

So great is the variety of magazines on the market today that any woman from school-leaver to pensioner is bound to find one that speaks to her in particular, in a friendly voice she both recognises and accepts. In consequence, an advertiser can cost-effectively direct his message to women of any age-group or social grade.

Women's magazines meet a variety of satisfactions through their strongly individual editorial styles. Most are valuable sources of information for their regular readers — not least in their coverage of family health (normally one of the most widely read features). Unlike television, which is ephemeral, an article or advertisement in a woman's magazine may be clipped out and referred to later. A point of interest about a new medicine, for instance, may well be remembered for future discussion with the family doctor or local pharmacist.

## Something for everyone

Structurally the market comprises several quite separate types of magazines, chief among which are the five mass-market weeklies (*Woman*, *Woman's Own*, *Woman's Realm*, *Woman's Weekly* and *My Weekly*), virtually service magazines which may be thought of as the housewife's own trade Press. These five (four from IPC, one from D.C. Thomson) account for well over half of all sales of women's magazines. Then there are the glossy home monthlies, sophisticated "life-style" magazines, a range of housewife service monthlies and a clutch of "young-woman-appeal" titles.

Something for everyone.

The monthly magazines include highly specialised titles directed at particular target audiences, such as *Mother*, targeted at mothers with babies and children up to school age. By contrast *Successful Slimming* and *Slimming* magazines are two titles devised specially to meet the needs of the growing number of women slimmers.

The National Readership Survey — an on-going research operation providing readership data for the newspaper and magazine industry — currently measures 48 women's titles. These have readerships ranging from 300,000 to over 5 million women. On average, weekly titles generate about three or four readers per copy sold, while the monthlies, with their considerably longer life and greater pass-on-value, accumulate rather more, about five or six on average.

Market coverage by magazines is achieved over a relatively longer period than by television or newspapers. An advertising campaign by women's magazines, therefore, would not normally be expected to clear a product from the shelves overnight but the response, though slower, is cumulatively just as effective from the retailer's point of view. Possibly even more so in view of the ability of magazines to home in on the best market prospects.

## Media predilections

The continuous Target Group Index survey (TGI) carried out by the British Market Research Bureau has established that people have predilections not only for certain products or brands but also for one or other of the major consumer media — for instance, television or magazines. Analysis of such "preferences" show that usage of certain products can be related to the woman's attachment to one or other of these media. A list of such products is shown in table 1. Mouth washes and gargles, for instance, are 11 per cent more likely than average to be used by "readers" (who view TV relatively little), and 15 per cent less likely than average by "viewers" (who read few, if any, magazines).

These market characteristics are equally valid, of course, for non-prescribed chemists' products. Table 1

*Continued on next page*

**Table 1: Chemists' products enjoying the "magazine preference" (national average = 100)**

Product group	Magazine preference index	ITV preference index	Product group	Magazine preference index	ITV preference index
Mouth washes/gargles	111	85	Make-up (including foundation)	113	87
Throat lozenges/pastilles	114	89	Nail varnish	116	85
Analgesics	103	97	Eye make-up	117	83
Liquid antiseptics (for personal use)	107	97	Lipstick	105	95
Diarrhoea remedies	114	82	Suntan lotion, oils and creams	119	81
Adhesive dressings	102	96	Moisturisers	114	85
Artificial sweeteners	105	98	Perfume/toilet water	105	95
Health and vitamin drinks/syrups	113	83	Bath oils/liquids	114	89
Hair colourants	106	90	Depilatories	123	77
Cleansing creams	116	86	Sanitary protection	111	87
Hand cream	111	88			

Source: TGI 1982



## 'Magazines are read and do influence'

*Continued from previous page*

shows that cleansing creams and nail varnish (16 per cent each), eye make-up (17 per cent) and suntan preparations (19 per cent) are all products enjoying a strong magazine preference, while way above any of these come depilatories (23 per cent).

All are far more likely than average to be bought by women who are confirmed readers of women's magazines and who therefore spend relatively little time viewing television. Advertisers who plan their media schedules with such market characteristics in mind are clearly benefiting by advertising to areas of strength.

The fact that advertisements in women's magazines are read and do influence readers is regularly demonstrated by Evaluative Assessment research, based on individual interviews with readers. Reactions to such major elements in the advertisement as the main pack shot or illustration and the copy them are noted, and verbatim comments recorded. These give qualitative impressions of the advertising and the product.

### Reader comments

A couple of examples: one 35-year-old reader, commenting on an analgesic advertisement remarked, "I thought I would keep it (the advertisement). A lot of people would, I suppose, who use this brand. It's quite informative. I thought how unusual the advertisement was". Another young woman, in her early 20s, had been motivated to take definite action. "The first time I saw it I went out and bought some. I wondered if it would get rid of my migraine."

Not surprising, perhaps, that such interest is readily forthcoming. Women's magazines can be seen to be a valued source of influence and information. A woman will trust authoritative editorial and this acceptance will embrace the wide range of well-known advertised products rubbing shoulders with this editorial — including chemists' goods.

There is also a significant proportion of women who tend to be above average in their usage of toiletries and cosmetics

**Table III: Heavy users of selected toiletries and cosmetics (Women 15 + years of age)**

Product group	'000	% pen*
Shampoo	10,750	48
Hair sprays/lacquers	3,849	17
Hairdressings / conditioners	5,431	24
Hand creams/lotions	4,581	20
Face powder	2,868	13
Cleansing creams	2,521	11
Lipstick	6,207	28
Suntan lotions / oils / creams	1,910	9
Moisturising creams	3,512	16
Nail varnish	2,121	9
Perfume/toilet water	3,539	16
Talcum powder	2,975	13
Deodorants	5,452	24

Source: TGI 1982

\* penetration

generally. Nearly half (48 per cent) of all women are heavy users of shampoo. About a fifth use hand cream or lotion and nearly 30 per cent lipstick quite liberally while almost 10 per cent of all women claim to be heavy users of sun-tan preparations and nail varnish. (table III).

Many of these heavy users will be forcefully reminded of familiar brands and introduced to new ones by their favourite magazines.

Evidence suggests that besides buying for the family, women are good customers of chemists on their own behalf. To some extent the fact that they are more long-lived than men masks their tendency to suffer minor ills more often and, therefore, to be likely to have more frequent recourse to medicines. Generally, it is women, also, who are more likely to be *heavy* users of these (table II).

The effectiveness of women's magazines as an advertising medium is demonstrated by the experience of Natrena, Bayer's artificial sweetener, launched in 1981. The plan was to go national from the outset but, owing to a limited budget, television was ruled out. Women's Press had to be the logical choice. It allowed the "no after-taste" argument for Natrena to be fully exploited and offered the necessary coverage and frequency among sweetener users. Within 11 months of the launch, Natrena had captured a striking 12 per cent market share — a brilliant performance in any terms. ■

**Table II: Heavy users of selected chemists' products (Adults 15 + years of age)**

Product group	Women		Men	
	'000	% pen*	'000	% pen*
Cough mixtures	1904	9	1196	6
Cold and 'flu remedies	4849	22	4059	20
Headache remedies/analgesics	5008	22	3328	16
Vitamin tablets/capsules	3356	15	1875	9
Adhesive dressings	2720	12	1856	9
Ointments/salves	3624	16	2350	11
Liquid antiseptics (for personal use)	3052	14	1586	8
Artificial sweeteners	3568	16	2319	11

Source: TGI 1982

\* penetration

## Death of C&D's Stanley Bowman

Mr William Stanley Bowman, FPS, former markets editor of *Chemist & Druggist*, died in hospital last week, after being taken ill suddenly. Stan Bowman served a three-year apprenticeship from 1928 with Thomas Edmondson Ltd, Penrith, and qualified in 1933 from the Royal Dispensary, Edinburgh. The next three years Mr Bowman spent in retail in London, mainly at Cooper Son & Co, Gloucester Road, South Kensington, and this was followed by eight-and-a-half years at John Bell & Croyden, Wigmore Street. After the 1939-45 war, he spent four years with Burroughs Wellcome.

Stan Bowman joined C&D editorial staff in 1949. He retired in 1975 but, until his death, has continued to produce the weekly markets report.

A member of the Pharmaceutical Society's Harrow Branch committee since the late 1950s, he has been the branch's treasurer, chairman 1964-66 and Press officer, starting the branch newsletter in 1972. Retiring from the committee in 1978 he was appointed an auditor the following year. In 1974 Mr Bowman was designated a Fellow of the Society for distinction in the profession of pharmacy. He leaves his wife, Bessie, a daughter and two grandsons.

### Tributes

*Arthur Wright, former editor and publisher C&D, writes:* I was extremely saddened by news of the sudden death of Stanley Bowman, and I know that many who knew him will share my sorrow.

Stanley held on to much of his inherited lakeland independence throughout his career. That independence, and his business acumen made him an exceptional markets editor. His knowledge of pharmacognosy was broad and detailed, and he coupled it with an unusual experience of the various commodity markets, making his column noticed internationally. Many overseas readers of C&D sought his advice.

### Commercial instincts

As the use of galenicals waned and the "synthetics" took over, Stanley's journalistic instincts ensured he was aware of manufacturers' developments — and the prices they charged. His commercial instincts were rarely awry.

His unique knowledge was irreplaceable and although he retired in 1975 he was constrained upon to continue his markets column. If he could be enticed away from "his markets," to report on other pharmaceutical activities, he had a fluent pen and a conciseness of phrase.

Away from C&D he was active in his local branch of the Society and was proud of his membership of the pharmaceutical profession. But above all other interests — gardening, stamp collecting and travel — was his family. His grandchildren gave



im a lot of pleasure by their interest and access in his other delight — music. To Jessie, his wife, and his family I and many others extend our deepest sympathy.

Don Salmon, editor of C&D, writes:

When I joined C&D as a subeditor 20 years ago, "WSB" already seemed to represent a link with pharmacy's past — its mysterious forays into the realms of Mincing Lane every Tuesday, the "fob" and "faq" jargon in which he conferred with his market contacts, the "parcels" of crude drugs in the dockland warehouses. But as these responsibilities declined, he was quick to embrace new topics, becoming C&D's specialist in matters such as pharmacy management and value added tax. And to everything he did in journalism he brought meticulous attention to detail. He will be very much missed by all who knew or worked with him.

## PEOPLE



**Professor George Teeling Smith, FPS** (left) and **Mr Eric Stabler, FPS**, pictured outside Buckingham Palace last week after receiving the OBEs awarded to them in the New Year honours list. (C&D, January 1/8, p7).

Professor Teeling Smith is director of the Office of Health Economics and the award is recognition of the work of the OHE as a whole, he said. Mr Eric Stabler, secretary of the English Prescription Pricing Authority, received the OBE for his services to that body. He believes this is the first time anyone has received such an honour specifically for PPA work.

**Mr George Downie**, district pharmaceutical officer (South), Grampian area pharmaceutical service, has received the 1983 Geistlich Chester award, which will cover the costs of hotel accommodation while he writes up his project on the development and use of a computerised stock control system. Mr Downie will also receive an honorarium.



# TOPICAL REFLECTIONS

By Xrayser

## Clothier

Predictably I am going to make yet more comment on Clothier; at least, on the interpretations published in C&D last week which need careful reading and some thought.

We have a new set of initials, which I don't doubt will soon be engraved on the memory of every person concerned with rural dispensing, since there is to be a final arbiter beyond the FPC orbit. Known as the RDC (which in my youth stood for Rural District Council), they signify the "Rural Dispensing Committee," whose word regarding the rurality or otherwise of any area in dispute will be final. And not a bad thing either to have such critical decisions removed from too close quarters. Although we may not always like it, it will surely be something of a relief for members of committees not to have to face embittered losers from their own side.

In reading the information I am struck by a couple of points. The first is the short time allowed between the time of application for a new dispensing arrangement, either by a doctor or a pharmacist, and the time within which written comments by those affected have to be received. Only 30 days. It's not long to marshal a case. The FPCs will be required to notify all those likely to be affected and the 30 days will run from the time of this notification.

The second is the comment by Mr Alan Smith who says that if an LPC applies to have an area classified as urban, it must ensure there is a pharmacist ready and willing to open there. There is little point in depriving the area of the existing dispensing service for the sake of scoring off the doctor now, even though it might have been his dispensing in the past which prevented a pharmacy opening. Our prestige would fall to zero . . . and rightly so.

By the same token, however, we shall have to make the point when doctors apply to extend their dispensing areas, that it must not be to the detriment of the existing pharmaceutical services in the whole area. It is *not* sufficient to say, in a two-pharmacy country town, that one will survive to give adequate service. The loss of choice, quality and service will be real.

The effect of Clothier, it seems to me, will be to slow everyone a bit because the implications are not so simple. The hot-heads are going to have to simmer down and be seen to act in the public interest even if this means allowing doctors to continue to dispense in areas now virtually urban . . . until we can ensure a better alternative.

## Making noises

I join with Graham Walker in dismay over the neutral stance of our Council over so many years. I think we expect our Council leaders to take a powerful *positive* role in the world about us, and naturally feel a profound sense of let-down when it just doesn't happen. Take this business about Zomax for example. We have just learned that the product licence is not being withdrawn, and the tablets may soon again be dispensed after a period of re-evaluation. Great? I think the whole performance was lamentable.

But where was the Society? I don't know. But I do know I *expected* it to be shouting its head off about the way the scare was handled, outraged that we, the experts in the front line, were ignored — treated as of no relevance at all. As a matter of basic policy our PR bods should be instructed to contact forcefully the DHSS, and the media, making noises of the sort which cannot be ignored, when bungling of this sort occurs, to make sure it doesn't happen again.

## Unaware?

I'd like to see a copy of Dr Roger Walker's study on the recognition of the role of the community pharmacist, because I find it hard to believe that 40 per cent of parents think we have no role to play in the treatment of minor ailments. If it is really true then we have a job on our hands, and the sooner the NPA scheme is on its way the better. And for what its worth, it looks as though some of us will have to get off our backsides and do some of that apparently non-productive work — talking to customers.

## RPA puzzle

I find myself puzzled by the letters coming from the RPA — John Davies on the one hand and Mervyn Madge on the other — for they seem to be opposed. When you consider they *are* the RPA, where does it leave all those who joined and the LPCs who gave them money? I think it a pity that John Davies should write with such bitterness, which I think damages him more than those he rightly objects to.

We are the wrong audience. I sometimes think all we publicists should be addressing outsiders so as to mobilise the support we need to right the wrongs we know are iniquitous. It's no use telling me about it. I agree!



## Striking off order for dispensing error

A South Wales pharmacist whose dispensing error resulted in a woman's death has been ordered to be struck off the Pharmaceutical Society register.

The Society's Statutory Committee was told last week that Mrs Bertha Jenkins of Martyn's Avenue, Seven Sisters near Neath, died from a brain haemorrhage in December, 1980, after taking tablets dispensed by Mr Hugh Billington, of High Street, Seven Sisters, Neath which were five times stronger than those she should have had.

Solicitor Mr Josselyn Hill said Mr Billington provided Mrs Jenkins with warfarin tablets of 5mg strength instead of 1mg. It was also alleged that the system adopted for dispensing medicines at his pharmacy was a potential hazard to the public.

Mr Hill said that at the inquest into Mrs Jenkin's death in November 1981, Mr Billington admitted responsibility for the error but claimed that he had never received any warning about the dangers of warfarin.

The coroner was told that an unqualified assistant, using blank forms supplied by a local doctor, wrote out prescriptions from details on patient's treatment cards kept in the pharmacy.

Mr Hill said there was evidence that in 1978 Mr Billington made a similar mistake when dispensing a prescription

for warfarin for another patient. It resulted in that patient having to receive hospital treatment. When the same patient was released and took another prescription to the pharmacy Mr Billington dispensed the wrong drug. Mr Hill said these matters were reported to the Family Practitioner Committee but no action was taken and no one brought the complaint to the attention of Mr Billington.

Mr Evan Thomas, for Mr Billington, said his client had nothing more to add to statements he had made at the inquest and to inspectors of the Society. The complaint in 1978 was never brought to his attention by the Family Practitioner Committee and as far as Mr Billington was concerned the tragic death of Mrs Jenkins was an isolated lapse in his long career.

The chairman, Sir Carl Aarvold, said Mr Billington dispensed the prescription for Mrs Jenkins without checking what it was actually for. The Committee regarded this particular error and the system which was operated at the pharmacy as a serious mistake and directed that Mr Billington's name be removed from the register.

Mr Billington has three months in which to appeal.

concerned premises in London Road, Newark, and Bridge Street, Loughborough, were made in 1980.

The Committee's judgment had been postponed from January (*C&D*, January 15, p78) because it wanted to hear evidence from a planning expert on information received from Charnwood Council — sent to the Committee after a report of the original hearing in December appeared in a local newspaper.

Mr George Moffatt, assistant borough planning officer for Charnwood, said yesterday that the application concerning the Loughborough premises was for a doctor's surgery and residential unit, but this was changed to an application for a doctor's dispensary about a week later. The council did not attach any significance to the particular terminology "Doctor's dispensary," and the identity of an applicant was irrelevant. It was the proposal for the site which was important. They had no idea who Dr Jepson was — nor did it matter.

The council was not misled by the application. The use of the term "doctor" was not relevant. The use to which the premises were being put was that which has been permitted.

But Sir Carl said that whatever might be the effect on a planning department of using a false name, especially the name of another pharmacist without his consent, this did not affect the situation with which the Committee had to deal.

### Attempts to mislead

Sir Carl said the Committee was satisfied that Mr Ford was responsible for attempting to mislead the planning authorities in the use of Dr Jepson's name, even though he might have thought it was of little importance because he was confident that eventually he would obtain Dr Jepson's confirmation of the action he had taken. But such action was deliberate, and it was for the furtherance of his own purposes which he might not otherwise have achieved.

Sir Carl added: "We are satisfied that such conduct was not in keeping with the profession of pharmacy." It tended to bring the profession into disrepute and amounted to misconduct.

The Committee was, however, leaving out of account the allegation of the false use of the qualification of doctor and the use of a wrong address. "We are not satisfied that these matters have been proved," he said.

There was no dispute that Mr Ford instigated the applications although all the action was taken by his architect Mr J.P. Crawford. There was no suggestion that Mr Crawford acted in any way improperly. It was accepted that he was doing his best for his client on his client's instructions in a perfectly proper way.

## False applications lead to reprimand

The director of six Midland pharmacy companies, who was accused of misleading two local councils by falsely making planning applications, was reprimanded for misconduct. Mr Frederick Ford, of Birchlea House, West Leake Road, East Leake, Loughborough, appeared before the Committee to answer complaints by the Society's Council.

The Committee's chairman, Sir Carl Aarvold told him: "The public in general and the profession of pharmacy in particular frown on conduct of this kind, and any pharmacist who misbehaves in such a way is in grave peril of his name being removed from the Register of Pharmaceutical Chemists."

It has been alleged that Mr Ford personally, or through an agent, an Oadby architect, used the name of one of his pharmacists without his knowledge or consent on applications to change the use of two residential properties in Newark

and Loughborough to doctors' surgeries.

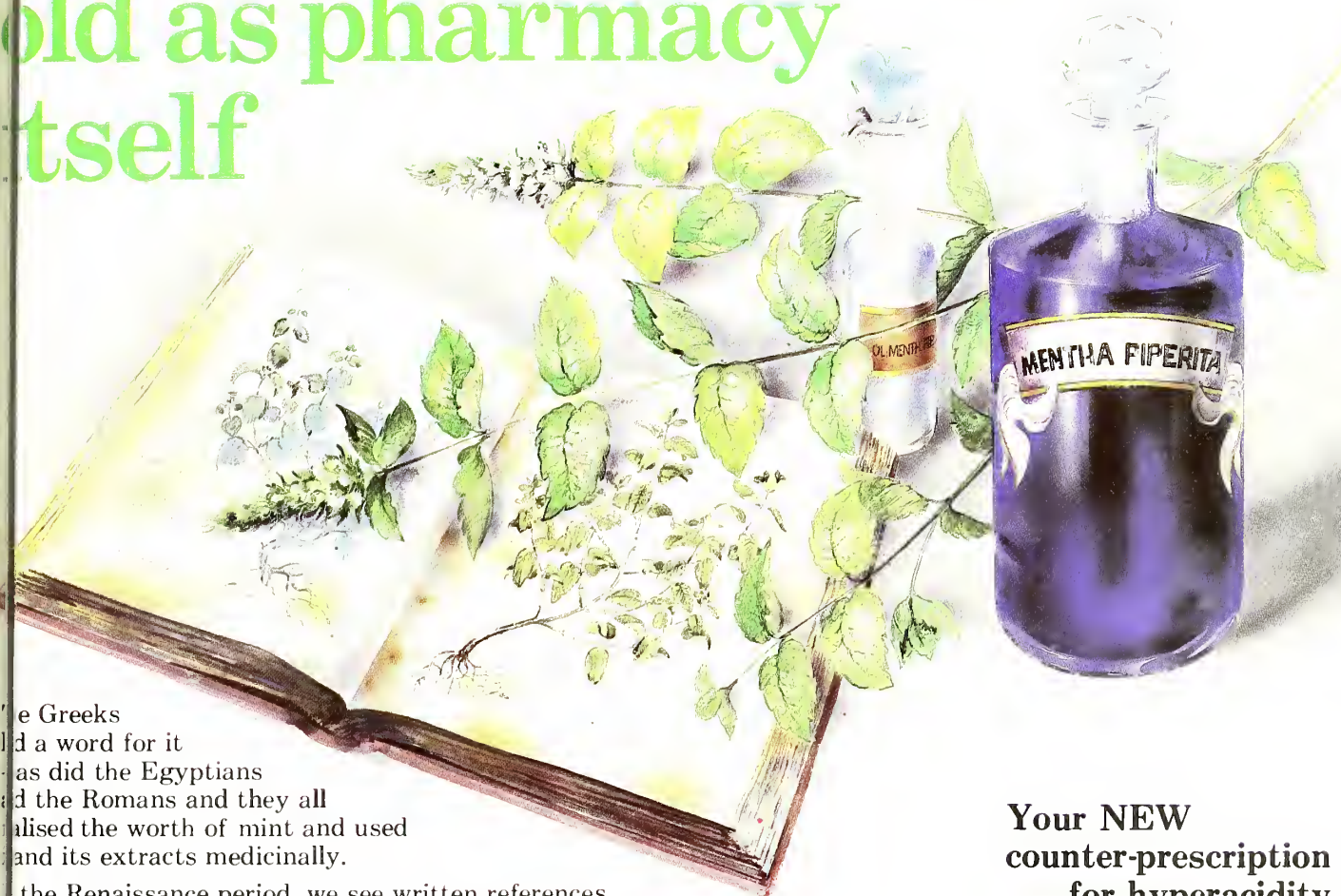
The Society's counsel claimed that the applications falsely pretended that Paul Jepson, a Doctor of Philosophy and a Bachelor of Pharmacy, was a registered medical practitioner, and that the premises were to be used as medical surgeries. The applications, which

*Mr Joseph Walton, MPS, of A. Smith Chemist, Kidderminster, receiving tickets for a holiday for two in America, the first prize in the second stage of the Crookes Go for Gold competition. Presenting the tickets is Mr Ron Danforth, sales manager Crookes Products*





# NEW Strong peppermint Actal has an ingredient as old as pharmacy itself



The Greeks  
did not have a word for it  
as did the Egyptians  
and the Romans and they all  
recognised the worth of mint and used  
it and its extracts medicinally.

By the Renaissance period, we see written references  
to its benefits:—

"There is no use hereof of physick whilst we have with us the  
mint, which is sweeter and more agreeing to man's nature".

*"The Herball or Historie of Plantes", John Gerarde, AD 1597*

And to-day its worth is still being written about:—

"a study of the spasmolytic effect of seven carminative plant extracts,  
Mentha Piperita was shown to be effective against both acetylcholine  
and histamine induced ileum spasm.

Forster, H.B., Niklas, H., and Lutz, S., "The antispasmodic effects of some medicinal plants",  
*Planta Medica*, 1980, 40, 4, 309-319

Now, especially for the millions of people who like the flavour  
of peppermint, you have an extra version of Actal —  
NEW Strong peppermint ACTAL.

Actal has a well-documented scientific pedigree, meets all  
the criteria of a really effective antacid and, as recent research<sup>1</sup> shows,  
it's the one pharmacists most often recommend.

Add to this the popularity of peppermint and  
you have an additional counter-prescription  
for indigestion that is second to none.

**Your NEW  
counter-prescription  
for hyperacidity**



**for rapid  
relief of  
acid indigestion**

Every pack carries  
the phrase "For professional advice  
on medicines, consult your pharmacist"



**Working with pharmacy for a healthier future**

EACH tablet of NEW Strong peppermint Actal contains 360 mg alexitol sodium. Actal is a registered trade mark.  
All information is available from WinPharm, Sterling-Winthrop House, Surbiton-upon-Thames, Surrey, KT6 4PH. Telephone: 01-399 5252  
<sup>1</sup>Retail pharmacists' recommendations of over-the-counter and consumer medicines. Martin Hamblin Research January 1983.



# COUNTERPOINTS

## Bayer aim to fill health market gap

Bayer are entering the dietary supplement market with Vita Fiber, supported by a £1m promotional campaign in the first year. A blend of natural cereals and fruit fibres, Vita Fiber tablets are claimed to be "the only fibre source to combine the four main types of fibre — pectin, lignin, cellulose and hemicelluloses". The tablets (100, £1.99 and 250, £2.99) come in outers of 12 and six respectively.

Each tablet, say Bayer, contains 60 per cent dietary fibre, more than double the content of the highest fibre breakfast cereals, yet only one calorie.

The main ingredients are listed as malted barley bran and insoluble solids, skimmed milk powder and dried citrus

fruits (orange, lemon and grapefruit) after juice extraction (with small amounts of anti-caking agents silicon dioxide and magnesium stearate, and stabiliser methylcellulose). Each tablet contains 0.37g of natural dietary fibre.

### The market

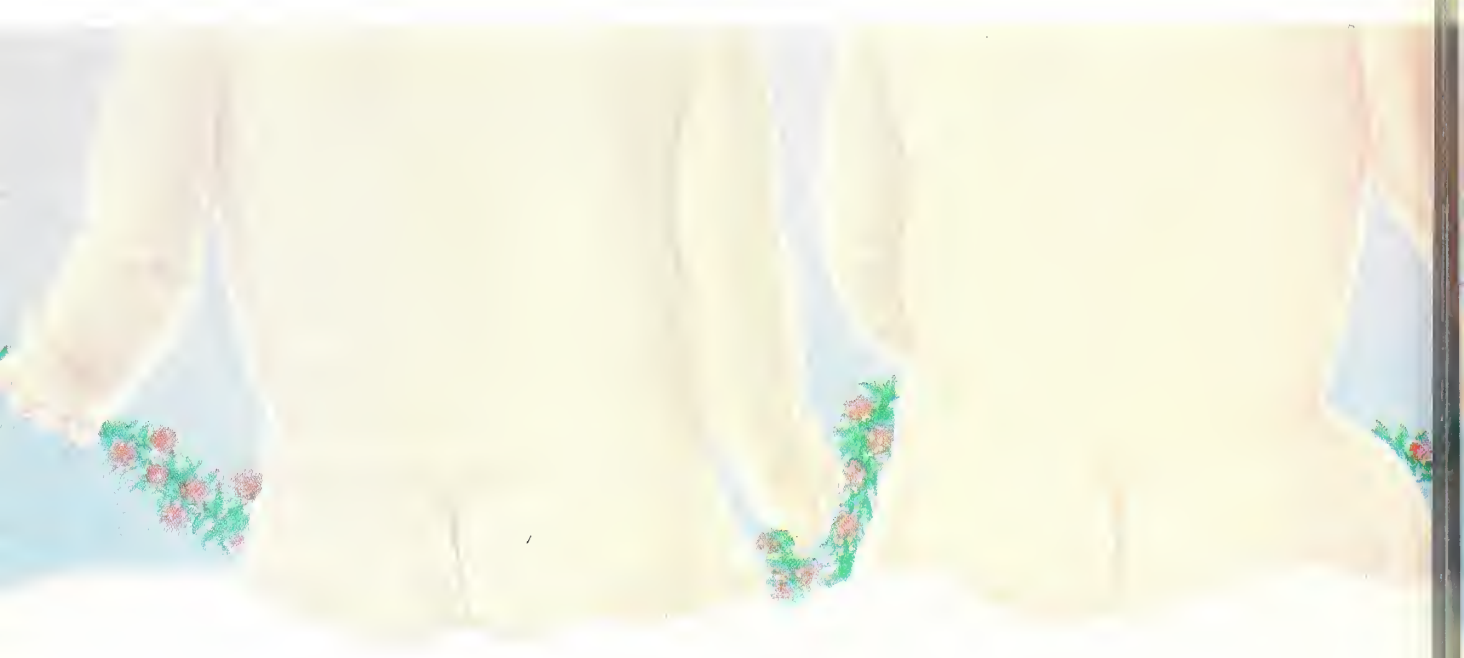
The health foods market has seen dramatic growth in recent years. Bayer point out that while worth £43m at rrp in 1977 this has now grown to £100m — yet market penetration is only 20 per cent.

Further statistics show 30 per cent of adults and 5 per cent of children are overweight and that two-thirds of women and one-third of all men in the UK are currently dieting. In the past twelve months, thanks to the phenomenal success of the "F-Plan Diet" by Audrey Eyton, the most significant growth has been in foods with a high fibrous content.

With the Health Education Council involved in a promotional campaign on the importance of fibre diets this trend can only continue, say Bayer.

Pointing out that average consumption of dietary fibre stands at 20g a day, while doctors advise daily consumption should be around 35g, Bayer argue Vita Fiber fills a gap in the market for a definitive fibre product and will quickly establish mass appeal. It answers the fundamental problem of how to achieve a high fibre diet easily because four to six Vita Fiber tablets taken before or during meals will contribute up to half the fibre shortfall in the average diet, they say.

And Bayer believe Vita Fiber will offer "a new opportunity for the retail chemist to take a considerable share of the health food market." A £750,000 advertising campaign will begin shortly in the national Press, women's and slimmers' Press and there is to be a national consumer education and sampling programme. During the launch period a display outer incorporating a leaflet dispenser will be available holding 6 x 250 tablets and 12 x 100 tablets *Bayer UK Ltd, Bayer House, Newbury, Berks.*



**"New Super Softies  
care for skin  
as they cleanse,  
Arthur."**

**"Yes Maurice  
and with us on TV  
they'll leave  
shelves clean too"**



## April offers from Numark . . .

Independent Chemists Marketing Ltd are offering an executive briefcase with a composite pack of Flash (consisting three shippers of Magicubes, one shipper of Flashcubes, two shippers of Super Ten and one shipper of Flashbar 10) during the NPA Products' April promotion.

Consumer savings are available on Nusoft medicated nappy liners, sterilising tablets, hairspray, shampoo, feeders, nursery roll, disposable nappies, sterilising liquid, kitchen towels, pleats, bubble bath, toilet rolls, teats, economy white, standard white and coloured puffs, and Hanx.

In addition retailers are offered a bonus of £0.40 on the 500ml size of methylated spirit and £0.20 on a gallon. There will be a 10 per cent bonus across the contact lens solutions range.

Also on promotion during April is the 1983 range of Nuwarm hot water bottles. Chemists will receive 12½ per cent discount on orders of 120 or more delivered by July 30 and there is a discount of 5 per cent on orders of 40 or more economy bottles. New to the range

is a terry towelling covered bottle (£4.95) available in deep red, deep blue, light red and light blue and a larger bottle featuring a linen look finish with a carrying handle (£2.95). It is available in red and blue.

Other changes to the range include the introduction of a cotton quilted covered bottle to replace the nylon cover and the luxury fur fabric bottle now includes a Nuwarm embossed button. Details of the 1983 range together with the early buying discounts are currently being mailed out with the April issue of "Memo".

*Independent Chemists Marketing Ltd, Warminster, Wilts.*

## . . . Unichem . . .

Unichem's second Top Ten Bonanza promotion will run from April 1-30. Products included are:

Andrex 2 roll, Johnson's baby lotion, Lucozade, Mum roll-on and refill, Nivea cream, lotion and dry skin lotion, Rennie, SR toothpaste, Soft and Gentle aerosol, Wilkinson Sword blades and Vosene.

Products available in the members offers promotion running April 7-30 are:

Anadin, Arrid aerosol, Aspro Clear, Astral cream, Band-Aid clear, washproof and fabric plasters, Brylcreem, Batiste dry shampoo aerosol, Crest + toothpaste, Cosifits, Cossack hairspray, Duracell battery merchandiser, Erasmic super foam, Fastidia, Grecian 2000, Gillette Contour cartridges, Handy

Andies, Hermesetas, Iron Jelloids, KY Jelly, Kleenex Boutique tissues, Loving Care, Listerine, Medijel, Optrex, Oxy 5 and 10, Pennywise, Silvikrin, Pin-up, Phyllosan, Recital, Right Guard aerosol, Sensodyne toothpaste, Super Softies baby wipes, Savlon antiseptic cream and dry antiseptic first aid spray, Seabond, Silvikrin hairdressing and hair cream, Sure antiperspirant, Ultrabrite toothpaste, Vaseline Petroleum Jelly, VO5 shampoo and conditioner, Wasp-eze, Whistling Pops, and Yeastvite.

Sundries on special offer from April 5-30 are:

Unichem face cloth range, Culmax shaving brushes, Fever Scan digital thermometer, Kent of London toothbrush and comb ranges, Thermos roughneck flasks, and Kalibu snack bars.

*Unichem Ltd, Crown House, Morden, Surrey.*

## . . . and Vestric

Vestric offers for April include Dr White's, Harmony hair colourant and hairspray, Head & Shoulders, Johnson's baby powder, Lil-lets, Paddi Cosifits, Recital colourant and super blonde, Right Guard, Sassoon D shampoo and conditioner, Sensodyne toothpaste, Soft & Gentle anti-perspirant and Vantage baby bath care. *Vestric, West Lane, Runcorn, Cheshire WA7 2PE.*

Super Softies are a completely new type of baby wipe. They're bigger, softer and contain lanolin to care for delicate skin. They'll also care for your business.

A national TV campaign breaks on April 11th. It stars two cherubs, Maurice and Arthur, and will spearhead a £750,000 launch package.

This includes massive couponing and press activity.

New Super Softies are the gentlest way to clean a baby.

For you, they're the surest way to clean up in this rapidly expanding area of the baby care market.

Make sure you stock and display them.

**Skin care for little cherubs.**

**SterlingHealth**



Super Softies is a trade mark





## Sure thinks with the Eighties

Elida Gibbs are currently relaunching Sure deodorant, moving away from a feminine image for the product. And they promise a television support budget of £1.6 million. The relaunch is designed "to produce simple but subtle changes in order to bring the brand into line with mid-eighties thinking".

According to brand manager Ivan Bleakley the deodorant market has become less cosmetic and more functional in times of recession — hence the need to update Sure. "The advent of bodysprays as new feminine brands means that mainstream anti-perspirant products now need to be functional and efficient."

While the present packaging gave "tremendous mileage", the new style will emphasise the Sure tick — "the most powerful trademark in our market," says Mr Bleakley. Fragrances have been updated to be less evocative, in keeping with the new light trends in the fragrance market, and the roll-on formulation has been improved.

Following a test market last year Gibbs are also introducing a 190ml family size pack (£1.90). They anticipate the family sector will have a growing 36 per cent share of the 1983 market. During the launch period both extra-value and price-marked packs will be available. Special promotional family size packs will be banded with a free Pears soap.

To convey this new image Gibbs will be screening a new advertisement from mid-May. This ballet dancer sequence will

run alongside the gymnast campaign aimed at the growing male market and takes advantage of the current keep fit health trends. The £1.6m spend will be the second biggest spend planned by Gibbs in 1983 (Mentadent is promised £6½m in the first 18 months). Competitions will appear in the women's Press and *Picture Post*. Sure is said to have a 13.7 per cent share of the deodorant market. *Elida Gibbs, Portman Square, London W1.*

## Slimming duo

Two products for slimmers are being launched by Health & Diet Food Co.

Sesame Slymbred is crispy starch-reduced bread, incorporating bran and protein. Each slice contains 15 calories and the bright yellow packs (£0.52) holds 26 slices. A 10p-off coupon for original and sesame Slymbred will appear in the April/May issue of *Successful Slimming*.

Slymbars are meal replacement bars for slimmers with a sweet tooth. The bars contain roasted peanuts, oats and honey, are fortified with vitamins and minerals, and provide nearly 3g of dietary fibre per meal. A box of 10 bars (£1.59) forms five meals. *Health & Diet Food Co Ltd, Seymour House, 79 High Street, Godalming, Surrey.*

## Four Minuets

A new perfumed body spray is being launched in the Granada area. Minuet (£0.69) comes in four fragrances, classic blue, romantic pink, gold and jade. A television campaign starts on March 28

and runs for eight weeks. *Minuet Toiletries, Boundary Road, Lytham, Lancashire FY8 5HU.*

## Energen launch F-Plan range

The first product to be launched under the new Energen Foods (see *Business News* p547) is the 3-day Slimpack (C&D *Slimming* March 5). This will be available from April 4, along with the F-Plan range which includes the repackaged Brancrisp and the new crunchy bran muesli.

The muesli product is positioned as a fibre filler which adds bulk to the diet. It is available in packs of three tubs (£1.15) and contains sultanas, apricots and almonds, 220 calories a serving.

Energen Foods see their F-Plan products as attractive to housewives, and in a national survey of 350 housewives the company found that 66 per cent showed an interest in slimming. *RHM Foods Ltd, Victoria Road, London NW10 6NU.*



## ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	CI Channel Is
Bt Breakfast Television		

<b>Airwick Gumption:</b>	All areas
<b>Anadin:</b>	All areas
<b>Askit powders:</b>	Sc
<b>Aspro Clear:</b>	All areas
<b>Cidal soap:</b>	Bt
<b>Clearasil cleansing lotion:</b>	All except G,B,U,We
<b>Complan:</b>	All except A,B,E,CI
<b>Cyclax Moistura:</b>	All areas
<b>Hermesetas:</b>	Ln,Lc,Sc,So,A
<b>Joba natural hair care:</b>	M
<b>Maws Wipers:</b>	All except A,We,B,E,CI
<b>Metamucil:</b>	Lc,Sc,WW,U,G
<b>Minuet body spray:</b>	Lc
<b>Oral B:</b>	Ln,M
<b>Paddi Cosifits:</b>	All areas
<b>Pampers disposable nappies:</b>	All areas
<b>Rennie indigestion tablets:</b>	All areas
<b>Scholl Airpillo insoles:</b>	All except Ln
<b>Scholl exercise sandals:</b>	All areas
<b>Seton Tubigrip:</b>	Lc
<b>Unichem baby products:</b>	All except U



# PRESCRIPTION SPECIALITIES

## Gamanil tablets

**Manufacturer** E. Merck Ltd, Four Marks, Alton, Hants

**Description** Round, lacquered, brownish violet tablets with a spindle-shaped scoring on one side, containing lofepramine hydrochloride equivalent to 70mg lofepramine base

**Indications** Treatment of symptoms of depressive illness

**Dosage** Adults: usually 140mg to 210mg per day in divided doses, depending on the severity of the condition. Higher doses may be given in severe cases. Not recommended for children

**Contraindications, warnings etc** Similar to other antidepressants such as amitriptyline but comparative clinical

trials have shown it is associated with a lower incidence of anticholinergic side-effects than amitriptyline or imipramine. Administration of lofepramine is not advised during pregnancy or lactation unless there are compelling medical reasons. Use with caution in patients with cardiovascular disease, severe liver or renal impairment, narrow angle glaucoma, symptoms suggestive of prostatic hypertrophy or history of epilepsy. Ability to drive and operate machinery may be affected. Should not be given with sympathomimetic agents. May decrease the antihypertensive effect of adrenergic neurone blocking drugs.

**Overdosage** Symptomatic and supportive treatment which should include immediate gastric lavage and routine close monitoring of cardiac function

**Packs** 56 in four blister calendar strips of 14 (£9.24 trade) and bottles of 250 (£41.25 trade)

**Supply restrictions** Prescription only  
**Issued** March 1983

## Diprosone skin preparations

**Manufacturer** Kirby-Warrick Pharmaceuticals Ltd, Mildenhall, Bury St Edmunds, Suffolk IP28 7AX

**Description** Diprosone cream, white, containing chlorocresol as preservative.

Diprosone ointment, white and preservative free. Diprosone scalp application, a slightly-gelled solution containing isopropyl alcohol, formulated to spread without adherence to the hair.

Each preparation contains 0.05 per cent betamethasone as the dipropionate ester  
**Indications** Inflammatory dermatoses that are normally responsive to topical corticosteroid therapy. Diprosone scalp application is indicated for serious steroid responsive dermatoses of the scalp

**Administration** In most cases a thin film of cream or ointment should be applied to the affected area twice daily. Diprosone cream is especially suitable for moist or weeping surfaces and the ointment for

dry, lichenified or scaly lesions but this is not invariably so. Mild and improving skin conditions requiring low dose steroid treatment may be treated with intermittent therapy with Diprosone preparations (see p530). Scalp application: a few drops applied to affected areas twice daily and massaged gently and thoroughly into the scalp. Some patients may need less frequent use

**Contraindications** Rosacea, acne, and peri-oral dermatitis. Hypersensitivity to any ingredients. Tuberculous and most viral lesions of the skin. Should not be used in fungal or bacterial skin infections without suitable concomitant anti-infective treatment

**Warnings** Avoid long term therapy, particularly in infants and children. Should not be used extensively in pregnancy

**Packs** Cream and ointment 30g (£1.95 trade) or 100g (£5.55 trade) tubes. Scalp application 30ml (£2.45 trade) or 100ml (£7.35 trade) plastic bottles

**Supply restrictions** Prescription only  
**Issued** March 1983

## Hismanal tablets

**Manufacturer** Janssen Pharmaceutical Ltd, Janssen House, Chapel Street, Marlow, Bucks SL7 1ET

**Description** White biconvex, half-scored, uncoated tablets marked "Janssen" one side and "AS/10" on the reverse, containing astemizole 10mg

**Notes** A potent long-acting histamine H1-antagonist with no central, sedative or anticholinergic effects (does not interfere with activities requiring mental alertness)

**Indications** Seasonal allergic rhinitis and conjunctivitis (hayfever)

**Dosage** Adults and children over 12 years, one tablet daily before a meal

**Precautions** Adequate contraceptive precautions should be taken by women of child-bearing potential during therapy and, in view of prolonged half-life, for several weeks after stopping. Specific studies of possible human liver enzyme induction have been negative therefore there is no reason to modify the dose of oral contraceptive. Safety in pregnancy is not established. There have been no specific studies in children under 12 years or the elderly

**Adverse reactions** Headache and weight gain have been reported

**Overdosage** Symptomatic treatment with supportive measures or gastric lavage as necessary

**Packs** 30 tablets (£4.95 trade)

**Supply restrictions** Prescription only  
**Issued** March 1983

## Keri therapeutic lotion

**Manufacturer** Bristol-Myers Dermatologicals, Bristol-Myers Pharmaceuticals, division of Bristol-Myers Co Ltd, Station Road, Langley, Slough SL3 6EB

**Description** White lotion containing mineral oil, 16 per cent

**Indications** Symptomatic treatment of dermatitis, eczema, ichthyosis, nappy rash, protection of raw and abraded skin

*Continued overleaf*

# HYGICARE

## For The Problem Of Incontinence

Serve the needs of those suffering from incontinence by becoming a Hygicare Agent. You do not have to carry stock. Your local pharmaceutical wholesaler will supply all the Hygicare products featured in the brochure on a 24 hour delivery service.

Display the Hygicare window sticker, feature the attractive Hygicare dispenser complete with comprehensive brochure and ordering form and you will be offering a most important service to the community.

Your margins and your market are secure. Let Hygicare help you to help them.

Please send me further details of the Hygicare Service

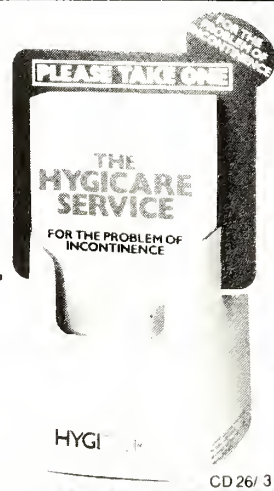
Name .....

Address .....

Tel No .....

**HYGI ZERO**

Undercover Products (Int) Ltd Queensway Industrial Estate  
Wrexham, Clywd Tel (0978) 353535 London Office Tel 01 451 3151



CD26/3



areas, pruritus and conditions where dry scaly skin is a problem. Also as an emollient before bathing for dry / eczematous skin to alleviate drying effects

**Dosage** Gently massaged into the skin three times daily or as often as required

**Contraindications** Contains lanolin oil and is therefore contraindicated in patients allergic to this ingredient

**Packs** 190ml pump pack (£3.32 trade)

380ml pump pack (£5.42 trade)

**Supply restrictions** Pharmacy only

**Issued** March 1983

## Rynacrom compound nasal spray

**Manufacturer** Fisons plc, pharmaceutical division, 12 Derby Road, Loughborough, Leics LE11 0BB

**Description** Metered-dose nasal spray presented as a clear aqueous solution of sodium cromoglycate 2 per cent w/v and xylometazoline hydrochloride 0.025 per cent w/v. The appliance is assembled by the patient

**Indications** Allergic rhinitis (eg hay fever and perennial rhinitis) where this is accompanied by nasal congestion

**Dosage** Adults and children: one squeeze to each nostril four times daily. One squeeze delivers approximately 2.5mg sodium cromoglycate and 0.0325mg xylometazoline hydrochloride

**Precautions, warnings etc** Occasional irritation of nasal mucosa may occur during the first days of use. Wheezing and tightness of the chest have been reported with sodium cromoglycate alone. Because a lower dose of xylometazoline is employed than in other preparations the side-effects usually attributed to this drug are expected to be minimal or absent.

Long term use of decongestants may lead to rebound congestion or drug-induced rhinitis. This is reported to be less likely with xylometazoline

**Storage** Below 30°C, protected from direct sunlight

**Packs** 26ml bottle and pump unit (£7.60 trade)

**Supply restrictions** Pharmacy only

**Issued** March 1983

## Diprobase cream and ointment

**Manufacturer** Kirby-Warrick Pharmaceuticals Ltd, Mildenhall, Bury St Edmunds, Suffolk IP28 7AX

**Description** White cream containing chlorocresol (0.1 per cent w/v) as preservative. White, preservative-free

ointment containing 5 per cent liquid paraffin and 95 per cent white soft paraffin

**Indications** Both are emollients for follow-up treatment with topical steroids or in spacing such treatment. They may be used as diluents for topical steroids.

Indicated for symptomatic relief of red inflamed, damaged, dry or chapped skin, the protection of raw skin and as a pre-bathing emollient for dry eczematous skin to alleviate drying effects

**Administration** Apply thinly to cover the affected area completely, massaging gently into the skin

**Contraindications, warnings etc**

Hypersensitivity to any components

**Packs** 50g (£1.45 trade)

**Supply restrictions** Pharmacy only

**Issued** March 1983

## Doxatet tablets

**Manufacturer** Cox-Continental Ltd, Whiddon Valley, Barnstaple, North Devon EX32 8NS

**Description** Green, film-coated, oval tablets impressed "Cox" on one face and "DX" on reverse containing 100mg doxycycline as hydrochloride

**Indications, dosage etc** As for other preparations of doxycycline

**Packs** Blister packs of 10 (£4.11 trade)

**Supply restrictions** Prescription only

**Issued** March 1983



# There are 10 million corn sufferers in Britain. We've got them covered, have you?

It's a painful statistic for some, but approximately one in every five people in the British Isles suffers from corns.

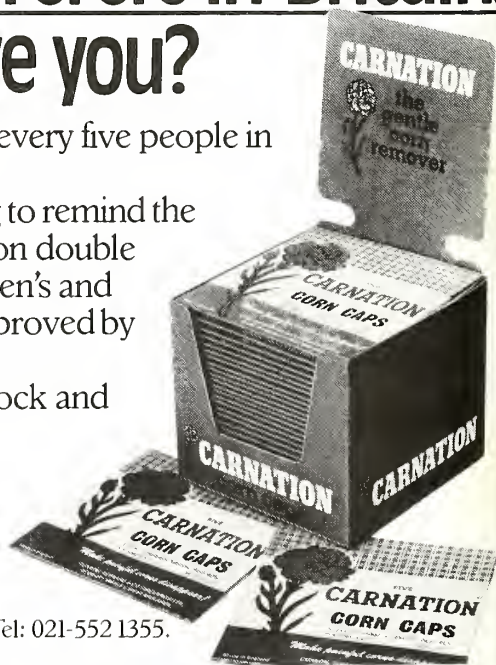
This Spring, we're planning a press campaign that's going to remind the vast majority of them at least 10 times of the benefits of Carnation double action corn caps in national Daily and Sunday papers and women's and family magazines. Carnation is the name people know and trust, proved by the fact that it's asked for by name more than any other brand.

Order from your usual wholesaler and make sure you stock and display Carnation, the one your customers want.

## CARNATION

The Corn Cap that's asked for by name.

Cuxson, Gerrard & Co (Dressings) Limited, Oldbury, Warley, West Midlands B69 3BB. Tel: 021-552 1355.  
Available from all main UK Wholesalers and Agents.





# Have you seen this woman?

Perhaps you recognise her as a candidate for Listerine.

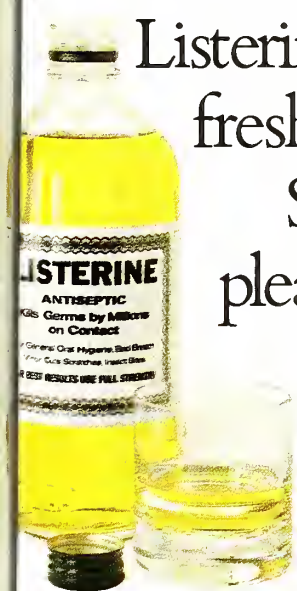
We certainly believe that she'll recognise herself when this year's advertising starts in April. She's one of eight characters to feature over eight months in posters and magazines throughout London, our biggest sales area. Our aim is to keep



Listerine up there as the pharmacists' number one\* fresh-breath mouthwash for sales and profit.

So if this woman comes to you for help, please don't disappoint her.

**LISTERINE ANTISEPTIC MOUTHWASH**  
The strong formula for sales and profit.



\*Source: Independent Retail Audit



# Be competitive Be unbeatable

 <p><b>Profit On Cost 17.65%</b></p> <p><b>Vestric</b> Sell at <b>£1.53</b> Offer Price £15.57</p>	 <p><b>Profit On Cost 20%</b></p> <p><b>VANTAGE</b> Sell at <b>£1.44</b> Offer Price £14.70</p>	 <p><b>Profit On Cost 20%</b></p> <p><b>Vestric</b> Sell at <b>£0.67</b> Offer Price £5.85</p>	 <p><b>Profit On Cost 20%</b></p> <p><b>Vestric</b> A Sell at <b>£1.25</b> Offer Price £9.24</p>	 <p><b>Profit On Cost 25%</b></p> <p><b>Vestric</b> Sell at <b>£0.69</b> Offer Price £2.00</p>
 <p><b>Profit On Cost 20%</b></p> <p><b>Vestric</b> Sell at <b>£0.31</b> Offer Price £2.94</p>	 <p><b>Profit On Cost 20%</b></p> <p><b>Vestric</b> Sell at <b>£0.87</b> Offer Price £7.53</p>	 <p><b>Profit On Cost 25%</b></p> <p><b>Vestric</b> Sell at <b>£1.98</b> Offer Price £4.12</p>	 <p><b>Profit On Cost 20%</b></p> <p><b>Vestric</b> Sell at <b>£0.71</b> Offer Price £6.00</p>	 <p><b>Profit On Cost 20%</b></p> <p><b>Vestric</b> Sell at <b>£0.71</b> Offer Price £6.00</p>

Product	Size/Pack	Normal		Vestric		Vantage		Pro Co
		Price	RSP	Price	RSP	Price	RSP	
DR. WHITE'S Size 1	24 x 10	-	-	10 56	61	10 08	58	20%
Size 2	24 x 10	-	-	11 52	66	10 92	63	20%
HARMONY HAIR COLOURANT All Colours	6	3 52	89	2 88	69	2 73	65	25%
HARMONY HAIRSPRAY Difficult, Dry, Fine, Normal	12 x Std	6 10	77	4 50	52	4 29	49	20%
Difficult, Dry, Fine, Normal	12 x Lge	8 625	1 09	6 21	71	5 94	68	20%
HEAD & SHOULDERS Normal, Greasy	6 x 300ml	7 81	-	7 23	1 66	6 96	1 60	20%
Normal, Greasy	12 x 150ml	8 72	-	7 53	87	7 17	83	20%
Normal, Greasy	12 x 100ml	6 70	-	6 21	71	5 97	69	20%
JOHNSON'S BABY POWDER	24 x 99gm	7 953	54	6 72	39	6 48	37	20%
	24 x 227gm	15 444	1 06	12 60	73	12 06	69	20%
	24 x 298gm	18 429	1 26	15 66	90	14 94	86	20%
	12 x 454gm	11 929	1 63	10 14	1 17	9 66	1 11	20%
LIL-LETS Mini	48 x 10	-	-	14 04	40	13 44	39	20%
Regular	48 x 10	-	-	15 00	43	14 28	41	20%
Super	48 x 10	-	-	16 32	47	15 60	45	20%
Super Plus	48 x 10	-	-	17 40	50	16 56	48	20%
Mini	24 x 20	-	-	13 56	78	12 96	75	20%
Regular	24 x 20	-	-	14 52	84	13 80	79	20%
Super	24 x 20	-	-	15 60	90	14 88	86	20%
Super Plus	24 x 20	-	-	16 86	97	16 08	93	20%
Mini	12 x 40	-	-	12 48	1 44	11 88	1 37	20%
Regular	12 x 40	-	-	13 32	1 53	12 72	1 46	20%
Super	12 x 40	-	-	14 52	1 67	13 83	1 59	20%
Super Plus	12 x 40	-	-	15 51	1 78	14 82	1 70	20%
PADDI COSIFITS Up to 10 lbs Std	12 x 10	11 65	-	9 57	94	9 12	89	17%
Econ	6 x 32	17 77	-	14 55	2 85	13 89	2 72	17%
10 to 20 lbs Std	12 x 10	14 66	-	12 30	1 21	11 49	1 13	17%
Econ	6 x 28	18 27	-	14 97	2 94	14 28	2 80	17%
Over 20 lbs Std	12 x 10	18 96	-	15 57	1 53	14 70	1 44	17%
Econ	6 x 24	20 20	-	16 53	3 24	15 78	3 09	17%



# with Vestric

# with VANTAGE

 <p>Profit On Cost 20%</p> <p>2 x Lge</p>	 <p>Profit On Cost 20%</p> <p>24 x 10</p>	 <p>Profit On Cost 20%</p> <p>x 2</p>
<b>Vestric</b> Sell at <b>£0.99</b> Offer Price £8 58	<b>VANTAGE</b> Sell at <b>£0.95</b> Offer Price £8.28	<b>Vestric</b> Sell at <b>£0.66</b> Offer Price £11 52
 <p>Profit On Cost 20%</p> <p>24 x 20</p>	 <p>Profit On Cost 20%</p> <p>12 x 150ml</p>	 <p>12 x 230 ml</p>
<b>Vestric</b> Sell at <b>£0.90</b> Offer Price £15 60	<b>VANTAGE</b> Sell at <b>£0.86</b> Offer Price £14.88	<b>Vestric</b> Sell at <b>£1.14</b> Offer Price £9 87
<b>VANTAGE</b> Sell at <b>£1.09</b> Offer Price £9 51	AVAILABLE ONLY TO VANTAGE MEMBERS	
		<b>VANTAGE</b> Sell at <b>£0.59</b> Offer Price £4 95

		Size/Pack	Price	Normal RSP	Vestric Price	Vestric RSP	Vantage Price	Vantage RSP	Profit on Cost
COLOURANT All Colours		3	5 06	2 69	4 12	1 98	3 98	1 91	25%
SUPER BLONDE		3	5 89	3 14	4 86	2 33	4 69	2 25	25%
GUARD RANGE	Anti-Perspirant	12 x 110ml	9 09	1 16	7 87	91	7 58	87	20%
		12 x 150ml	11 41	1 46	9 87	1 14	9 51	1 09	20%
	Double Protection	12 x 110ml	9 09	1 16	7 87	91	7 58	87	20%
		12 x 150ml	11 41	1 46	9 87	1 14	9 51	1 09	20%
	Double Protection Unperfumed	12 x 150ml	11 41	1 46	9 87	1 14	9 51	1 09	20%
	Deodorant	12 x 134ml	9 09	1 16	7 87	91	7 58	87	20%
		12 x 197ml	11 41	1 46	9 87	1 14	9 51	1 09	20%
ON D SHAMPOO	Norm/Oily, Norm/Oily	12 x 200ml	11 22	1 65	9 66	1 25	9 24	1 25	35%
	IONER	12 x 100gm	13 20	1 95	11 40	1 49	10 98	1 49	35%
DYNE TOOTHPASTE	Original, Mint	12 x Lge	6 895	95	5 85	67	5 58	64	20%
	Original, Mint	12 x Econ	10 38	1 35	8 85	1 02	8 46	97	20%
GENTLE ANTIPERSPIRANT									
Pink, Blue, Green, Misty Amber		12 x Lge	—	—	8 58	99	8 28	95	20%

**VANTAGE**

**Vestric** Vestric Limited,  
West Lane, Runcorn,  
Cheshire, WA7 2PE.

Offers available April. E&OE.

If you would like to know more about Vantage, please complete the coupon and return to the Marketing Manager. CD26/3

Name \_\_\_\_\_

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Telephone: \_\_\_\_\_



# Kirby Warrick winners!

Successful sales start with these PHARMACY ONLY products

## LACTO CALAMINE®



For years LACTO CALAMINE has brought cool, soothing relief to those suffering from skin irritations. Its unique non-separating formula containing calamine, witch hazel and moisturizers leaves no tell-tale powdery smudges

LACTO CALAMINE is the ideal, all year round family stand-by for all skin irritations, summer itches and bites, sunburn and is an excellent medicated make-up base. A unique product now with a unique bonus offer for 1983. Your OTC representative

has details. LACTO CALAMINE—soothing relief from skin irritations



## PURITABS®



The quick and convenient way to purify water. On holiday it's usually the water and not the food which leads to stomach upsets. Simpler and more economic than boiling, proven during the recent water strike and by our

troops in the Falklands, effervescent PURITABS and PURITABS MAXI tablets can be recommended with complete confidence. "If you can't trust the water trust PURITABS." To get this strong message across as holiday time approaches,

new P.O.S. display material is now available. See your Kirby Warrick OTC representative—there's an excellent bonus deal too. If you can't trust the water... trust PURITABS



## Tinaderm®



The range of tried and trusted anti fungal products from Kirby Warrick. TINADERM has a proven fungicidal action in a wide range of fungal skin infections particularly athlete's foot and its success is supported by an extensive, well established

prescription base. TINADERM'S GSL status gives you the freedom to recommend or allow self-selection. Your Kirby Warrick OTC representative has your bonus offer details plus new display materials now. TINADERM—Kills fungal infections fast!



Please telephone us if you would like a visit from your local representative.

 kirby-warrick

*Commitment to  
Community Pharmacy*

KIRBY WARRICK PHARMACEUTICALS LTD.,  
OTC DIVISION, MILDENHALL, SUFFOLK.  
TELEPHONE (0638) 716321



## Reluctance to make special arrangements for old insulins

Manufacturers of insulin do not appear willing to make special arrangements for the return of any non-U100 insulin remaining in a pharmacy's stock after the changeover to the new strength is complete. However, in response to a request from the Pharmaceutical Services Negotiating Committee for clarification of their position, some appear to remain approachable at a local level.

At PSNC's March meeting it was reported that Nordisk say they will continue to supply the present strength of insulin until demand has ceased and that it must follow that the pharmacy contractor should be prepared to supply all three strengths of insulin for the duration of the 18-24 month changeover period. The British Diabetic Association is anxious that insulin manufacturers should not have to accept credit for additional quantities of insulin as a result of the changeover to U-100, the company says. Hence, there are no plans at present to offer credit outside of the normal terms and conditions of trade which are operated on Nordisk's behalf by Leo Laboratories.

Weddel Pharmaceuticals also point to the BDA/DHSS agreement on credit and point out that manufacturers have already had to bear some of the extra cost relating to the changeover such as obtaining product licences and stock holding. It is difficult for manufacturers to absorb further costs in terms of credit returns, say Weddel, as a general rule.

Wellcome say they do not anticipate that large quantities of current packs of insulin would be remaining after completion of the change to 100 unit insulin. If a particular pharmacy is left with stocks of 20, 40 or 80 unit Wellcome insulins that they appear not to have any further demand for, then they should, as normal, discuss this with the local representative to see whether he is able to assist.

Boots will treat requests from pharmacists sympathetically, provided that this only applies to stock held in the pharmacy and not that returned by the patient, they say. This will not apply to out-of-date stocks.

### Profit formula

The DHSS has accepted the recommendation of the Review Panel that the Franks profit formula should remain in force until at least the end of 1983. This decision should be interpreted as an acceptance of the current level of profit for all time, they say.

The DHSS asked the PSNC to consider with it the mechanism by which the level of pure profit is established. At present the formula provides that interest costs are reimbursed at 2½ percentage points above the clearing bank base rate with 2 per cent "pure profit" allowed on turnover.

*Greenfield report:* The office is to prepare a detailed paper containing PSNC's comments to be approved at the next meeting prior to submission to the DHSS by April 15.

### Additional pharmacist allowance

The Committee is to make further representations to the DHSS although the concept was turned down by them last month (*C&D*, February 26, p348).

The APA is aimed at improving the pharmaceutical service and is in keeping with the encouragement being given to the profession to take on additional advisory roles and to become more active in the primary health care team, PSNC say. They note that general practitioners' list sizes had reduced recently in order to enable them to dedicate more time to patient care. PSNC consider that arrangements for the payment of an APA to pharmacy contractors would enable them to dedicate more time to the advisory role.

*Out of hours service.* Last month the Department of Health turned down a request for a pilot study to test the feasibility of providing a standby fee for a twenty-four hour service in the place of rota services in certain areas on the grounds of economy. However, a letter is to be sent to the DHSS expressing the view that very little, if any, additional money would be involved.

*A tape slide presentation* entitled "You and your chemist" dealing with the work of the community pharmacist is now available to contractors. Prepared by PSNC, it is suitable for presentation to Womens' Institutes, Rotary Clubs and other consumer orientated organisations. (It can be seen at the conference of Local Pharmaceutical Committee representatives, as can an NPA display unit dealing with the forthcoming corporate advertising campaign).

*Pharmaceutical education and training.* PSNC is to send representatives to a hearing before the working party on pharmaceutical education and training on March 28.

*Dilution of medicines.* Full consideration is to be given to the whole question of the dilution of oral medicines at PSNC's next

meeting in the light of a paper prepared by the office.

*Sutures and skin closure strips.* A letter is to be sent to DHSS seeking assurance that if these lines are supplied by pharmacy contractors on form FP10, payment will be made in the normal way.

## Only one comfrey batch contaminated?

The recent contamination of imported comfrey herb with up to 60 per cent belladonna leaf is now thought to have arisen at the harvesting stage and to probably have been restricted to one consignment only. The DHSS hopes that increased vigilance by importers will greatly reduce any recurrence.

## Trent RHA may set up manufacturing plant

Trent Regional Health Authority is looking at the possibility of setting up its own manufacturing plant. The facility would be used to make a range of non-sterile pharmaceutical products for use in Derbyshire and Leicestershire hospitals.

The most cost-effective option is felt to be the purchase of an existing factory which could then be modified for the authority's needs. This would involve a cost of some £800,000, which regional pharmaceutical officer Tony Furber says could be recovered in about four years. The factory would also act as a central purchasing unit for South Derbyshire.

At present, a number of hospitals in the Trent region manufacture non-sterile products for themselves and their neighbours, but increased demand from Derbyshire and Leicestershire means they will not be able to supply enough.

## PAS booklet

Demand for an acceptable means of preventing pregnancy after intercourse will continue to grow, according to the Pregnancy Advisory Service. PAS have published "Postcoital contraception: methods, services and prospects," aimed at stimulating the "lamentably slow development of after-sex birth control services," say PAS.

"The book is the first ever published work covering the total medical, ethical, legal and sociological implications of this vital addition to the range of contraceptive choices," PAS say.



## Threat of reduced discounts if service to continue

Discounts will have to be reduced if pharmaceutical wholesaling services are not to deteriorate. And parallel imports are another factor making development of a complete service more difficult.

Both those warnings were given to contractors attending the Buckinghamshire LPC annual conference on Sunday, by Mr Peter Worling, managing director of Vestric Ltd. The wholesaler would respond to the demands of the retailer, said Mr Worling. "If you want to buy at the lowest possible price, whatever the source of the product, and judge price simply on the invoice cost, I am sure that someone will make that service available to you."

However, the speaker urged pharmacists to take into account total benefits of a wholesaling service, including the cost of purchasing, stock-holding and retailer support — including assurance that products had been obtained direct from the manufacturer and properly stored. "It is fundamental that the first priority must be a comprehensive stock of all 8,000 ethical products and an efficient delivery service. This can only be maintained if it is fully supported by pharmacists and why recent changes in our market are so serious and so short-sighted."

Support for the wholesaler would be repaid through development of the means to make the retailer more efficient and viable, and among the specifics mentioned by Mr Worling was the introduction of computers.

### Overseas developments

Commenting on some overseas developments, he first referred to a punch card (fiche) system used widely on the continent. This had a number of problems — the main one being the cost of setting up the installation, but also the inflexibility of punch cards for placing orders. "The system is now slowly being overtaken by the use of order entry terminals similar to those which are now becoming available in this country which have a numerical keyboard input but at the same time incorporate in them a card reader so that both systems can be used." However, because of the number of systems installed, they would be in operation for a long time yet.

In the United States, there was a changed relationship between wholesalers and independent pharmacists, with the growth of "voluntary chains." With the introduction of computers many retailers at first shied away from order entry

systems because they were concerned they would be tying themselves into one wholesaler's ordering system, and through that would sacrifice independence. "Today most of the independent pharmacists look upon electronic order entry as a cost-effective, labour-saving device. Without the cost saving benefits of computer developments few companies would have survived the price-cutting war."

But Mr Worling said that so far there had been no significant developments in the pharmacy front shop. "There are, for those who want them, a number of useful systems available now. I believe that we will soon see some of the larger pharmacies with a significant OTC turnover and small groups with a need for effective control of stocks and prices, venturing into this area. When I see the grocery supermarkets making use of front shop systems, then I will begin to believe that the time is close for smaller units to see these systems — but to date this has not happened."

### Wholesaler survival

Mr Worling's reference to parallel importing was taken up by Mr Marshall Gellman, NPA chairman, who said retail pharmacists had a responsibility to ensure that their wholesalers were kept in business to provide the service they required. It would be easy to destroy that

service — and thus the service pharmacy gave to the public.

Pharmacy's whole future depended on service, and if the right direction were taken the profession could be entering a "golden era." But if pharmacists took the wrong road they could go back the way they had come — Mr Gellman asked how many were still content for the public to be met by their youngest employee?

The NPA's Marplan survey had shown that only 47 per cent of the public would consider asking the pharmacist's advice about the medicines he sold; only 23 per cent about prescription medicines, and only 30 per cent about minor ailments. That demonstrated that pharmacists were content to let the public come to them. The answer was to make promises and services of a standard the public had a right to demand. It had been suggested that people went into the supermarket to save money and into the pharmacy to spend money — it was an attitude the profession had itself compounded.

Mr Gellman reminded the audience that the pharmacist himself was the only difference between a pharmacy and a drug store, and his availability to the public would determine progress.

The first conference speaker had been Mr Peter Boardman, PSNC Central Checking Bureau, who gave detailed advice on NHS prescription endorsement, and outlined procedures adopted in the pricing bureaux.

## Sterling-Winthrop send aid to Poland

Prescription medicines worth £10,424 at UK wholesale prices have been donated to the Polish health service by Sterling-Winthrop Group. The Group's Eastern Europe division, which has continuing contact with the Polish health authorities, secured clearance for the gift and made the arrangements. Shipment was made out of supplies held in Germany, which were trucked from Hamburg to the central pharmacy in Warsaw.

## Statistics on solvent abuse

Health Minister Kenneth Clarke last week told the Commons that 47 people died from solvent abuse in 1982, with eight further cases still receiving consideration. This compares with 45 deaths in 1981.

Although the Government was not financing any local community schemes to combat solvent abuse, the Department of Health has offered to fund small studies of service responses to the problem. Consideration will be given to what further Government initiatives may be needed, said Mr Clarke. Consultation letters have been sent to statutory, voluntary, professional and retailer groups concerned.

## Officers elected for Boots Association

Joint Boots Pharmacists Association has elected the following officers for 1983-84: chairman, M.I. Hemmerdinger; vice-chairman, S.A. Wheatley; treasurer, A.H. Tobias; recruitment officer, P.M. Horrix; chairman of the professional working party, S.E. Bonney; other officers D. Fowler and J. Brady and secretary, D.H. Johnson. 112 Grove Park, Knutsford, Cheshire.



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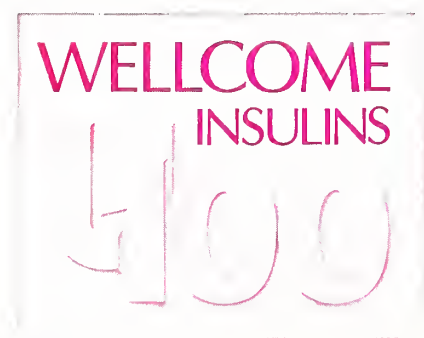




# In a ch world



From March 1st, 1983



## Prescribing Information

**Uses** Management of Diabetes mellitus.

**Dosage and administration.** Dosage to be determined by the physician. Site of injection to be changed according to suitable routine. Avoid unintentional intravascular injection. *Neusulin, Insulin Injection BP*: Administered s.c., i.m. or i.v. S.c., onset of action within 30-60 minutes, duration 6-8 hours. I.m., onset is faster and duration is shorter. I.v. administration has fastest onset and shortest duration, usually reserved for investigational use or diabetic ketoacidosis. *Neuphane, Neulente*: Administered s.c. or i.m. *Not to be given i.v.* S.c., onset of action within 2 hours, duration (*Neuphane*) 20-24 hours, (*Neulente*) 24-28 hours. I.m., onset is faster and duration shorter. Mix well by gently inverting the vial several times before use. *Mixing*: *Neusulin* or

WELLCOME PURIFIED INSULI



# ing



Wellcome purified insulins, Neusulin, Neuphane and Neulente (and Insulin Injection BP [purified] ) are now manufactured in 100 unit presentations. All other Wellcome Insulins continue to be available.

What hasn't changed is their quality; they offer smooth, prolonged and effective control for most diabetics. And, as you know, Wellcome – the first British pharmaceutical company to manufacture insulins – has always been innovative in the production of service items that contribute towards an optimal control of the condition.

Wellcome Insulins – a history of quality; a future of development.

**Neusulin\***  
Neutral Insulin Injection  
BP (purified) Wellcome

**Neuphane\***  
Isophane Insulin  
Injection BP (purified) Wellcome

**Neulente\***  
Insulin Zinc Suspension  
BP (purified) Wellcome

Injection BP may be mixed in the syringe, on medical advice, Neuphane or Neulente if required, *provided the mixture is injected immediately*. However, it is preferable to avoid mixing insulins of different pH. See data sheet for procedure. **Contra-indications** Hypoglycaemia. **Precautions** Dosage requirement may alter with change of lifestyle, infection, pregnancy and with change in species, maturity of insulin. Hypo- and hyperglycaemia may be enhanced by drugs which interact with insulin. Beta-blockers may affect insulin action and mask hypoglycaemia. MAO inhibitors may potentiate hypoglycaemia. **Side-effects** Hypoglycaemia. Possible altered visual refraction. Local reactions at the site of injection. **Storage** Store at 2-8°C. Do not freeze. Avoid direct sunlight. **Presentation** Neusulin,

Neuphane, Neulente and Insulin Injection BP (purified) Wellcome\* are available as 100 units per ml, in vials of 10ml.

#### Basic NHS costs

Neusulin 100 units/ml PL3/061 £5.70  
Neuphane 100 units/ml PL3/0162 £6.15  
Neulente 100 units/ml PL3/0171 £5.37  
Insulin Injection BP 100 units/ml PL3/0165 £5.70

Further information is available on request.  
**Wellcome Medical Division**  
The Wellcome Foundation Ltd, Crewe, Cheshire

\*Trade Mark



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Why Benylin?

**Because.** Benylin is the most tried and trusted cough product of all. You know it makes a good recommendation. Your customers ask for it by name, because they're convinced of its effectiveness in coping with most kinds of coughs.

Why Benylin?

**Because.** There's now a formulation of Benylin for every customer and most types of cough. Joining the very successful Benylin Expectorant, there's the popular Fortified Linctus and Paediatric, and now new Benylin Mentholated for nasal congestion.

Why Benylin?

**Because.** You know Benylin as your prime profit winner. With every product in the range working hard for you, you'll find more than ever that stocking and displaying Benylin is the wisest move you can make.



Further information and data sheets are available on request.

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part of the Warner-Lambert Group

Usk Road, Pontypool, Gwent NP4 0YH.

**WARNER  
LAMBERT**

\*Trade mark R82249

Benylin range: Expectorant: Diphenhydramine HCl BP 14mg, Ammonium Chloride Ph Eur 135mg, Sodium Citrate Ph Eur 57mg, Menthol BP 11mg. Fortified: Diphenhydramine HCl BP 14mg, Dextromethorphan HBr Ph Eur 6.5mg and Sodium Citrate Ph Eur 57mg, Menthol BP 11mg. Paediatric: Diphenhydramine HCl BP 7mg, Sodium Citrate Ph Eur 28.5mg, Menthol BP 0.55mg. Mentholated: Diphenhydramine HCl BP 14mg, Dextromethorphan HBr Ph Eur 6.5mg, Pseudoephedrine HCl BP 22.5mg, Menthol BP 175mg.

# Benylin

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# LETTERS

## More power to pharmacist people

concerning the comments made by "Clovis" in the *Chemist and Druggist* about the Pharmaceutical Society (March 2, p462) — after this letter I shall be writing to them for the second time over typewritten labels. The first time produced no answer.

I do feel that the PSGB is becoming rather too powerful and power seeking. The Society did not consult their members in typewritten labels and will not consult on mandatory education! It has the audacity to suggest that it is the main instrument, through the *PJ*, for the continuing education of the community pharmacist. Only half of their scientific articles are of the slightest use to the community pharmacist. Much better and more educational articles are obtained through "Drug and Therapeutics

Bulletin," *C&D*, and of course our own text and reference books.

I should like to know when the PSGB expects us to find time for mandatory education (no doubt in London) after dispensing X number of prescriptions for 15 per cent POR, completing VAT returns, tax and National Insurance returns, administering SSP regulations, aiding and consulting 80 per cent of customers (hopefully) and occasionally selling something, in addition to already reading all educational publications that time permits.

It is rare that I am sufficiently annoyed to put pen to paper, but I do believe that the PSGB is becoming too domineering and should pay more attention to the wishes of its members. I do agree with "Clovis" that the National Pharmaceutical Association is excellent and it does reply to communications.

**A. Breffitt,**  
Bridlington.

looking at pharmacy with the criterion of providing a pharmaceutical service where none exist, and where possible, to reduce the number of pharmacies, but increase the number of pharmacists per unit.

The RPA is steadily, if a bit slowly, building up a Register of places where a pharmacy is likely to be available in rural areas, or where a pharmacy may be needed where none exists at present. These are the places our colleagues wishing to start up businesses should be concentrating on.

To submit that the BPA be given regardless of the conditions that prevail is to negate the whole concept and weaken the drive for filling those places where a pharmaceutical service is desperately required.

**John Davies,**  
Secretary, Rural Pharmacists Association,  
Wiveliscombe, Somerset.

## Value of the BPA

As secretary of a relatively new and vigorous association, I would tend to be sympathetic to the advent of a new organisation which is fighting on behalf of pharmacists' interests, albeit, a group motivated by financial aims rather than the broader interests of the profession. There is, of course, nothing wrong with looking after one's financial interests, but, and it is a very big "but" — the Association of New Pharmacies is ignoring what a high Basic Practice Allowance confers on the vast majority of pharmacies, and appears only to be concerned with justifying their leapfrogging activities.

The BPA is a giant stride forward in ensuring the livelihood of pharmacists who have invested their "all" in the

businesses they have acquired, paid for the goodwill and planned accordingly. For such members of our profession to be threatened by a colleague is quite unacceptable, and the BPA is ideally suited to prevent the "sitting pharmacist" from being knocked off his perch.

The RPA is particularly pleased that the BPA is being considered for a substantial increase and our only criticism is that it is not even higher. In many ways, what happens in rural pharmacy will have direct bearing on the future of the whole of community pharmacy. If the ANP wishes to set up new businesses then let it compete against the dispensing doctor.

Scope exists for new pharmacies in areas of high dispensing doctor turnover. With a high BPA and an Essential Small Pharmacy allowance, areas that were hitherto untenable now become areas with much greater possibilities. We must start

## Advertising by comparison

I have just received in the post a letter from Unichem comparing the relative merits of their Prosper system, and Vestric's Link — and surprise, surprise, Prosper wins hands down. I do not wish to argue with any of the points raised, but I must register my disgust at this form of "advertisement by comparison." Such advertising policies may well be acceptable in the motor industry, but it is reprehensible that our once-respectable suppliers should stoop so low.

I trust Vestric will not attempt to match their rival's tactics, but will remain silent and allow the customer to make his own mind up: and his own comparisons.

**Steve Bullock,**  
Burton upon Trent, Staffs

### FISONS plc PHARMACEUTICAL DIVISION Derby Road, Loughborough. Tel: (0509) 263113

Fisons have pleasure in announcing the price structure of their new product 'Rynacrom' Compound and also reduced prices of 'Rynacrom M' Metered Dose Nasal Spray effective from 28th March 1983. There has also been a slight reduction in the points structure of Case Rate 1 & 2 which is applicable to the complete price list.

Product			Prod Code	Fixed RSP each inc VAT	MBU Dozs	Points value per MBU	Rec Trade Price per doz ex VAT	Points 100-150 CR1	Points 151-650 CR2	Points 651-1500 CR3	Points 1501-2000 CR4	Points 2001 + CR5	VAT %
Rynacrom Compound	P	26 ml	3030	13.11	3/12	17	91.20	86.64	84.36	82.99	82.08	82.08	15
Rynacrom M Metered Dose Nasal Spray	P	26 ml	3150	12.94	3/12	16	90.00	85.50	83.25	81.90	81.00	81.00	15



## Unichem launch their own insurance scheme

Unichem have developed a specialist insurance scheme — tailor made for pharmacy — which they claim could cost members 20 per cent less than similar policies.

Main benefits offered to those joining the scheme include:

- ☐ Cover of up to £250 on drugs in freezer cabinets
- ☐ Automatic cover of up to £500 on photographic equipment.
- ☐ Assault cover following robbery or attempted robbery of stock or cash.
- ☐ All-risk cover on shop contents and stock.
- ☐ General third party liability of up to £1m, including damage to rented premises. This part of the cover dovetails with that given by NPA membership.
- ☐ Loss of profits based on turnover rather than contents value.
- ☐ Automatic cover up to £500 for goods in transit.
- ☐ Cover of up to £100 for breakages of all glass, including lettering, and replacement of window frames.

### Professional indemnity

The scheme — organised by Commercial Union — also offers professional indemnity cover of up to £1m protecting members against errors. This cover costs £25 per year. Specially discounted household insurance cover will also be available to Unichem members.

## Healthcare/toiletry growth at S&N

Smith & Nephew's preliminary results for 1982 show pre-tax profits up 18 per cent to £34.4m (£29.1m) on sales increased 9 per cent to £273m (£251m).

Medical and healthcare turnover accounted for £144m of total, contributing £20.5m to operating profits. Personal hygiene products managed sales of £37.8m, with profits of £5m. Sales in toiletries reached £18.8m, giving profits of £2.9m. Both healthcare and toiletries increased profits by around 25 per cent compared to 1981, but personal hygiene showed a 5.7 per cent decline in profits, despite a small increase in sales value.

The UK increased sales by £4.6m in 1982, accounting for £134.9m of total. The company expect pre-tax profits for the first quarter of 1983 to be an improvement on the previous year.

"We have long been convinced that many Unichem members are paying too much for their business insurance and may not be getting as wide a cover as they need," says Unichem managing director Peter Dodd.

"Our scheme would reduce premiums for many of our members by as much as 20 per cent initially, with the possibility of much greater reductions if the scheme gains wide support. We know it is possible that if all our members were to join the scheme premiums could be halved."

Inquiries regarding the Unichem package should be sent to John Houlston of business advisers C.E. Heath plc, 177 King's Road, Reading, Berkshire RG1 4EY (tel 0734 597951).

☐ Unichem have sent one of two similar brochures to members and non-members, each brochure claiming to compare Vestric's Link computer system with Unichem's own Prosper system. Prosper is said to beat Link in terms of financial return, flexibility, security and information. However, Mr Peter Worling, Vestric's managing director, commented to *C&D* that the comparison simply showed how good a system Link was, omitted some relevant points (such as the advantages of modern links over acoustic couplers), and failed to justify some of the advantages claimed for Prosper.

## Nielsen show chemists resisting grocers' OTC sales inroads

Nielsen statistics show that pharmacies and drug stores are losing sales to grocers in important categories of OTC preparations common to the three types of outlets. They have resisted these inroads somewhat in recent months, however.

In 17 categories analysed by Nielsen, November/December '82 sales in grocers were 6 per cent up on the same period last year compared with a 3 per cent increase in pharmacies and drug stores. There was a corresponding 7 per cent fall in the stock units held by drugs stores and pharmacies while the grocer's stock increased 5 per cent.

Nielsen sample 465 chemists and drug stores and 831 grocers bi-monthly to collect the data presented in the charts on p544. A comparison is made with the corresponding period the previous year to remove seasonal distortion.

The 22 product categories of traditional "chemist dominated" lines that form the basis of the Nielsen 'drug' index for pharmacies and drug stores are: acne and aftershave preparations, artificial sweetening agents, baby rusks, cough / cold and influenza remedies, cough / cold pastilles and lozenges, denture cleaners, fixatives, eye preparations, hair colourants, colour restoratives and conditioners, liquid antiseptics, mouth fresheners, multivitamins, nasal sprays and drops, nerve tonics, oral lesion preparations, powdered baby milks, slimming aids, strained, junior and instant baby foods, vapour rubs.

The 17 product categories monitored

*Continued on p544*



Vestric's Link level 1 featured in "Making the most of the Micro" — BBC's computer television programme. The BBC filmed at the Vestric computer centre, Runcorn, Liverpool, and are seen here filming in the dispensary of R.B. Harrison's shop, Church Street, Flint



# A made-to-measure Cash Register at an off-the-peg price. Casio Magic!



A till receipt can say absolutely nothing except the money involved.

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It can say who you are, where you are, what you do, your telephone and VAT number.

It can departmentalise, making stock flow much easier.

It will tell you the date and exact time of the transaction.

It can even tell you which assistant made the transaction.

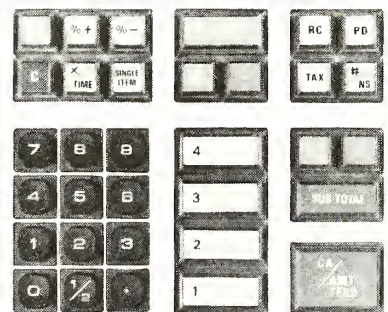
And it's backed by Casio's nationwide sales and service network, The Casio Cash Register Distributors' Association.

You'd probably expect to pay a great deal for a machine like this, but with Casio, you get a great deal, including value for money.

So find out more about the 3604, and all Casio's cash registers by sending off the coupon today.

Whatever the size of your business, there's a Casio Cash Register made-to-measure for you.

**\* Programmable to individual retailer's requirements, including name and address. (Distributor will advise on programming).  
\* Low priced cash register. \* 24 selectable functions. \* 12 free function keys. \* Periodic total (optional). \* Time control. \* 32 Price look ups. \* Memory protection battery.**



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26/3 CD/83



## Pharmacy goods

in grocers, pharmacies and drugstores forming the 'food' index are: air fresheners, baby napkins and syrups, bath

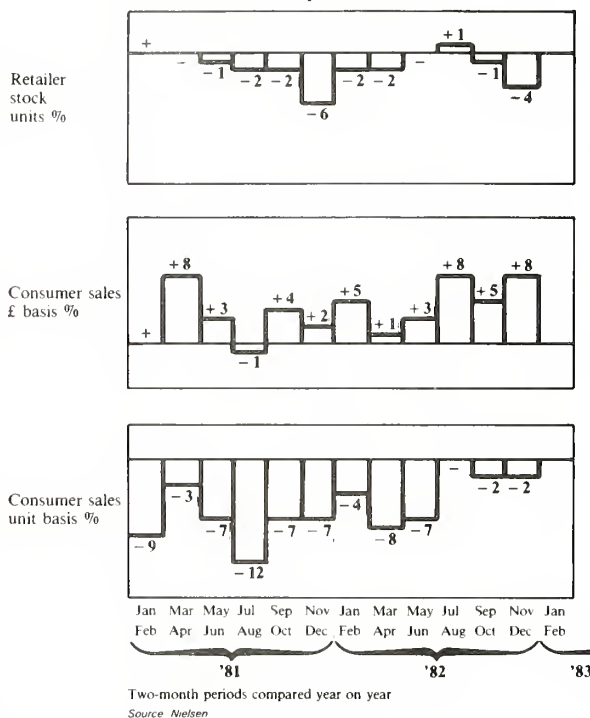
preparations, blackcurrant health drinks, cotton swabs, external deodorants, first aid dressings, hair setting agents, hand preparations, indigestion remedies, oral analgesics, razor blades, sanitary towels and tampons, shampoos, toothbrushes and toothpastes.

A.C. Nielsen Co Ltd claim to be the

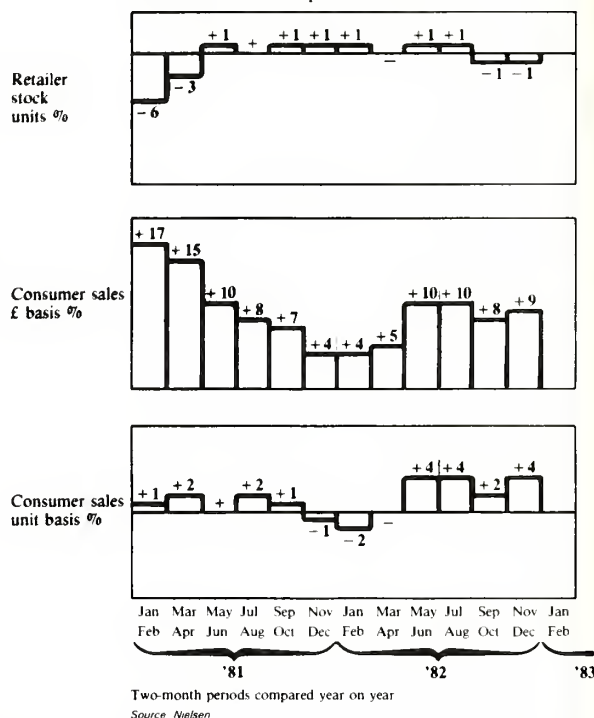
world's largest market research organisation. They operate in 26 countries at present and have been carrying out market research for 40 years.

*Business News continued on p547*

**Pharmacies & Drug Stores**  
Market trends — 22 product classes

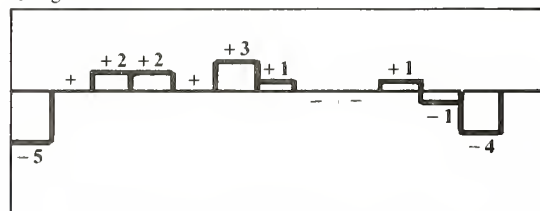


**Pharmacies/Drug Stores & Grocers**  
Market trends — 17 product classes

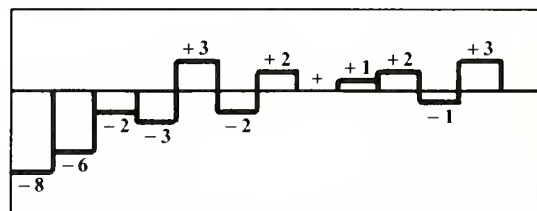


**Pharmacies & Drug Stores v Grocers**  
Market trends — 17 product classes

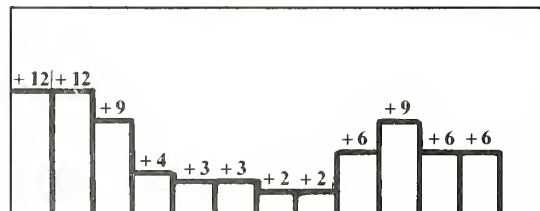
'Drug' index



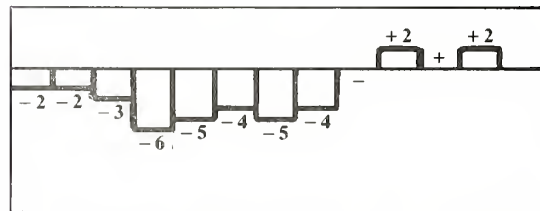
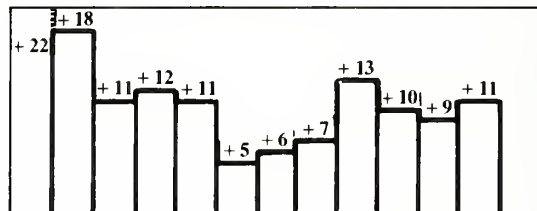
Trade stock units %



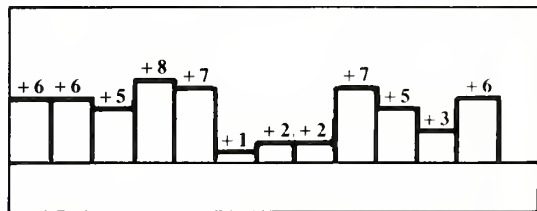
'Food' index



Consumer sales £ basis %




Consumer sales unit basis %



Two-month periods compared year on year  
Source Nielsen





We regularly use more  
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and conditioners.

Our 14.4% share of  
eye make-up puts the rest of  
Britain's ladies in the shade.

We make up 14.9% of  
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## Well, you'd expect us to paint a romantic picture of Yorkshire's women.

As the contractors for Yorkshire Television, we're bound to be accused of seeing our women through rose-tinted glasses.

But the plain fact is they're some of the most attractive women in Britain to cosmetics manufacturers.

All told, they represent 14.9% of the nation's cosmetic spenders.

Source: TGI, SDC Link estimates 1982.

Which currently makes them worth £33.2 million a year over the counter.

A glance at the picture above shows you where they spend most heavily.

While a quick study of their leisure habits reveals they're among the country's heaviest ITV viewers.

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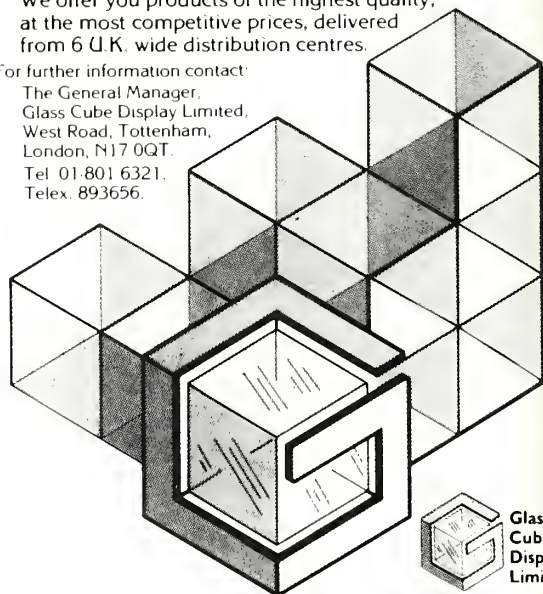
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## Energen reorganise for chemist push

Energen Foods, part of the RHM Group since 1958, is being reorganised to develop new and profitable markets in the chemist and grocery trades.

The change is in recognition of the increase in consumer interest in health and dietetic foods, and also takes account of the growing gap between Energen and HM's other grocery lines.

Ian Franks, newly appointed commercial manager of Energen Foods told C&D: "If you're in the slimming market you have to evolve, and perhaps we haven't acknowledged this in the past. We want to get bang up to date." The company hope to build on their reputation for reliability established in the past, an authority which they say has been lost because of the myriad of brands in the market.

The sales team is completed by Chris Castell as sourcing manager, and Chris Webb as sales manager. The chemist-only products which are being launched to introduce the reorganised division are featured in *Counterpoints* p528.

## Hoechst losses but chemicals healthy

Consolidated sales of the Hoechst UK Ltd group showed an improvement last year of 9 per cent over 1981 to reach £487.

Sales within the UK at £297m were up 10 per cent while exports were 26 per cent down at £13m.

Profit before interest and taxation, at £1.9m, was 35 per cent down on 1981. After taking into account overseas taxes and movements in exchange rates, the group made a loss of £5.5m compared with a profit of £5.1m in 1981.

Losses in the paints and office equipment divisions were largely to blame for this decrease; pre-tax profits in chemicals increased by 44 per cent to £6.38m. No separate figures are available for pharmaceuticals but performances in human and animal medicines were particularly positive.

Announcing the results at a Press conference, chairman Norman Mischler referred to some "emotive" issues confronting the chemical industry. Topics such as generic substitution were clouded by statements that the NHS could save anything between £20m and £200m — "figures so wide apart they suggest wild guessing rather than firm facts," he said.

Another issue that became clouded by extreme opinions was animal experimentation, he continued. About 4.3 million animal tests were carried out annually in UK laboratories under licence whereas the nation ate over 450 million animals each year; conditions in abattoirs

were significantly less humane than in laboratories, he added. Hoechst UK was a sponsor of FRAME, the Fund for the Replacement of Animals in Medical Experiments.

Pharmaceutical research for the future will concentrate on areas in which Hoechst are already prominent. A new antihypertensive is expected by next year.

## Berk/Armour extend

Berk Pharmaceuticals and Armour Pharmaceutical Co have announced joint plans for a £4.5m extension to existing Armour facilities at Eastbourne in Sussex.

When the project is complete, Eastbourne will become UK headquarters for the two companies — both subsidiaries of American Revlon Inc. Some 120 new jobs will be created at Eastbourne, including the transfer of a number of current staff currently working at Berk's sites at Shalford and Woking.

## Annual VAT soon?

The Government are considering changing the procedure for VAT accounting from a quarterly to an annual basis. This move — which would apply only to the small trader — would not obviate the need to keep proper records, but should be helpful to the small business's cash flow. The scheme would not apply to businesses normally claiming repayments of VAT.

## Briefly . . .

■ Orders for **Optrex Ltd's** products should be referred to the Crookes Products Ltd on 0602 57431.

■ **Upjohn Ltd's** office and warehouse at Crawley, West Sussex will be closed from 4pm March 31-8.30am April 5.

## MARKET NEWS

### Turmeric short

London, March 18: With most dealers away at the congress on essential oils in Singapore there have been no changes in prices during the week. However some activity can be expected after dealers return at the weekend.

Currency adjustments have led to a rise of £400 metric ton in the price of cloves. Turmeric is in short supply due to the failure of the Indian crop. Prices are rising rapidly — £100 metric ton this week — and are likely to continue to do so. Ipecacuanha is being quoted again in the spot position and tonquin beans are also available, although only on the Hamburg market.

Vitamin prices are likely to rise next

month, as imports from Europe are adjusted for changes in the value of sterling.

### Crude drugs

**Aloes:** Cape £1,620 to £1,980 metric ton as to source and delivery. Curacao unquoted.  
**Balsams:** (kg) **Canada:** £22.50 spot nominal. **Copaiba:** Spot £4.10; £4.45, cif. **Peru:** £7.55 spot; £7.75, cif. **Tolu:** Spot £5.40.  
**Cascaras:** No spot; £1,515 metric ton, cif.  
**Cherry bark:** No spot or cif.  
**Chillies:** £1,425 metric ton spot. £1,350, cif; powder £1,000 per metric ton spot.  
**Cloves:** Madagascar £7,900 metric ton spot and cif.  
**Gentian root:** No spot; £2,470 metric ton, cif.  
**Ginger:** (metric ton) **Cochin** no spot, £1,900, cif. **Jamaican** No 3 £1,950 spot; no cif. **Nigerian** split £750, cif. **Indonesian** £700 spot. **Chinese** whole peel No.1 £975 spot.  
**Ipecacuanha:** £69 kilo, spot and cif.  
**Jalap:** Brazilian unquoted.  
**Kola nuts:** £320 metric ton spot; £290, cif.  
**Liquorice:** Root, no spot, £640 metric ton, cif. **Block** juice £1,400 metric ton spot; spray-dried powder £1,900.  
**Pimento:** Jamaican £2,300 metric ton spot and cif.  
**Podophyllum:** Unquoted.  
**Quillan:** Spot £1,090 metric ton; £1,210, cif.  
**Sarsaparilla:** Mexican £1,995 metric ton, cif.  
**Seeds:** (metric ton) **Anise:** China star £2,250. **Celery:** Indian £800. **Coriander:** Moroccan £490 **Cumin:** Indian £1,100. **Fennel:** Indian £1,800. **Fenugreek:** Indian £375; Turkish £285.  
**Senega:** Canadian £50 spot **Hamburg.**  
**Tonquin beans:** £9.75 kg spot **Hamburg.**  
**Turmeric:** Madras finger £750 metric ton spot and cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include Value Added Tax. They represent the last quoted or accepted prices as we go to press.

## COMING EVENTS

### Welsh theme for BSHP conference

British Society for the History of Pharmacy's 1983 conference will be held at Seabank Hotel, Porthcawl, April 15-17. This year's theme is Medicine and Pharmacy in Wales (or Meddyginiaeth a Fferyllyaeth yng Nghymru!)

Lecture topics include: Pharmacy of the Physicians of Myddfai (Terence Turner, FPS, Welsh School of Pharmacy); John Wesley's Interest in Pharmacy (Dr J. Cule, Welsh National School of Medicine) and Figs and Mustard Powder — a Bath Doctor's 17th Century Recipe Book (Mr J.R. Guy, Marsh-Jackson Postgraduate Medical Centre).

Half-day tickets for conference session on Saturday and Sunday cost £8.50 per person per day, including morning coffee and lunch. Applications for places should reach Mrs L. Cameron, secretary, BSHP, 36 York Place, Edinburgh EH1 3HU by April 8.

### Wednesday, March 30

**Northern Scottish Branch, Pharmaceutical Society,** The Mercury Motor Inn, Inverness, at 7.45pm, Miss E. Barron OBE gives an after dinner speech. Joint meeting with Moray and Banff Branches.

**Sheffield Branch, Pharmaceutical Society,** Jessop Hospital Lecture Theatre, Second Floor, School of Physiotherapy, Jessop Hospital, at 8pm. Dr J.H. Ridgwick on "Egypt — a journey through time".

**Hull Pharmacists Association,** Postgraduate centre, Hull Royal Infirmary, at 7.15pm. Annual general meeting.

### Advance information

**National Pharmaceutical Association,** Novotel Hotel, Bostocks Lane, Long Eaton, Nottingham on April 6 at 8pm. Michael King, executive officer on "Statutory sick pay — what you need to know".

**International Association for Hospital Security,** Great Western Royal Hotel, Paddington, on April 12 and 13 Workshop on ways to counter violence against health workers. Details from Mr J. Nichols, Vice President (International Affairs), IAHS, Charing Cross Hospital, telephone 01-748 2040, extension 2619.



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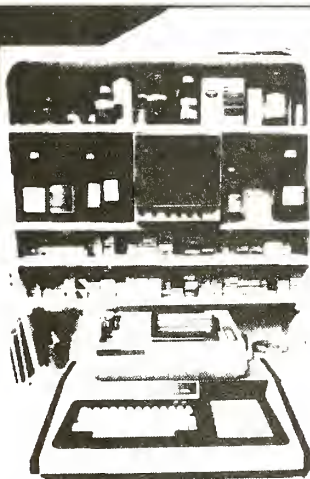
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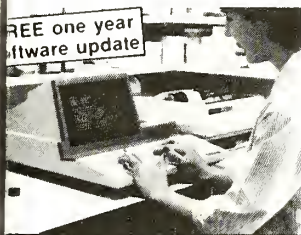
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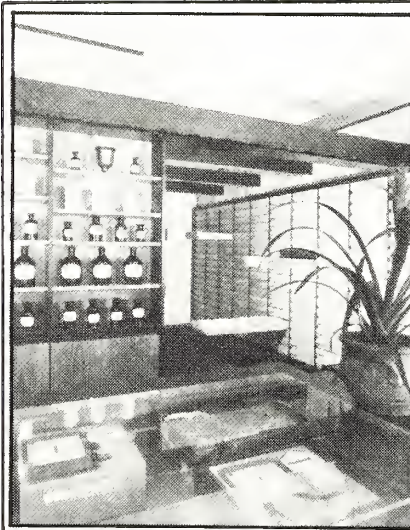
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